



**College of Social Sciences and Humanities**  
**Department of Sociology**  
**MA in Sociology (Specialization in Social Policy)**

**Community-Based Ecotourism Development and Effects on Rural Way of Life: The Case of Wanchi Crater Lake in Wanchi District of Southwest Shewa, Oromiya**

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**Declaration**

I developed my original thesis entitled “Community-Based Ecotourism Development and Effects on Rural way of Life.”

Accordingly, I acknowledged the resources I took from various scholars worked on the area. Various reports and plans of organizations and State Agencies are acknowledged too.

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## **ACRONYMS**

<b>CBE</b>	<b>Community Based Ecotourism</b>
<b>CBED</b>	<b>Community Based Ecotourism Development</b>
<b>ECA</b>	<b>Economic Commission for Africa</b>
<b>EHD</b>	<b>Endogenous Rural Development</b>
<b>ENRD</b>	<b>European Network for Rural Development</b>
<b>FAO</b>	<b>Food and Agricultural Organizations</b>
<b>FGD</b>	<b>Focus Group Discussion</b>
<b>IPI</b>	<b>International Peace Institute</b>
<b>MCT</b>	<b>Ministry of Culture and Tourism</b>
<b>MoFED</b>	<b>Ministry of Finance and Economic Development</b>
<b>ND</b>	<b>No Date</b>
<b>NEPAD</b>	<b>New Partnership for Africa's Development</b>
<b>NPC</b>	<b>National Plan Commission</b>
<b>SHD</b>	<b>Sustainable Human Development</b>
<b>SNV</b>	<b>Netherlands Development Organizations</b>
<b>UN</b>	<b>United Nations</b>
<b>UNSPF</b>	<b>United Nations Strategic Plan for Forests</b>
<b>UNWTO</b>	<b>United Nations World Tourism Organizations</b>
<b>WWF</b>	<b>World Wide Fund</b>

## **Glossary**

**Afoosha:** voluntary social association for cooperation at time of risk

**Badda daree:** temperate climate usually around medium elevation

**Baddaa:** cold climate usually identified based high altitude

**Birbisa:** it is local name for a tree called Podo curpes

**Daboo:** A culture of cooperating each other in Oromo people

**Ejersa:** it is a local name for a tree called Olea Africana

**Enset:** False banana that serve as a dry resistant food type

**Equb:** Association that members contribute money regularly to cover their capital shortages.

**Ganda:** the lowest administration structure

**Haroo:** it is a lake and at same times a name of the place where lake is found

**Heexoo:** it is a local name for a tree called Hagenia Abyssinica

**Irreecha Afraasaa:** The Oromo traditions of thanksgiving at mountains for the coming of rainy season

**Irreecha Birraa:** The Oromo traditions of thanksgiving at the Lake for the passage of dark summer

**Tapha fardaa:** The Oromo cultural game of competing and exercising fighting by horses

**Teff:** The popular food grain production in Ethiopia

## **Abstract**

*Community-based ecotourism and rural way of life are the most widely accepted social issues in the rural development process in recent years at the global level. As a result, the research was to examine ecotourism development and effects on rural way of life. Specifically, the research aims to explore factors influencing ecotourism development. Subsequently, it wants to describe ecotourism effects on rural environment and analyze the socioeconomic effects ecotourism had on rural way of life in Wanchi District. Mixed research approach was used in order to collect and triangulate appropriate data for the topic understudy. Methodological triangulation was used to be confident with data accuracy, precisions and validity. The study population was 400 households. 200 study respondents have been drawn by using Yemane formula. Simple random sampling was used to recruit the study respondents. For the qualitative data generations, samples have been drawn based on informants' knowledge of experience on factors influencing ecotourism development and effects CBE has brought on rural way life. Household survey, focus group discussion, key informant interview, in-depth interview, document analysis and field observation were employed as methods of data collection. Instruments of data collection were prepared and used accordingly. Quality assurance and ethics of the study got attention thoroughly. The study found out that there are many factors influencing ecotourism development. These are infrastructures, advertisement, community participation, social and environmental value conservations and effective administration at the destination. The effects of ecotourism on the lake, forests; rural settlement and rural job opportunity have shown changes. The rural socio economic effects of CBE have been analyzed. The average income of household shows 1220.80(in Birr) and the linear regression( $Y= 352.774+644.559(X)$ ) and correlation (0.989) show the more foreign tourists' visits the more the household and community income increase. Housing, clean water and health conditions of the community have shown improvements. However, CBE affects the community's social values negatively. The results have been discussed with comparison to theories and finding of the previous researches. Conclusion on main points has been made and recommendations forwarded based on the research findings.*

**Keywords:** Ecotourism, Effects, Rural Way of Life and Wanchi Crater Lake

# CHAPTER ONE

## 1. Introduction

### 1.1. Background of the Study

Community ecotourism development and rural way of life are the most widely accepted social issues in the rural development process in recent years at the global level. For instance, “in the European Union, rural tourism and ecotourism are among the most dynamic forms of tourism, a result of the advantages which it offers both tourists and host communities” (Dorobantu and Nistoreanu 2012:3). Ohe (2020) also asserted that ecotourism has currently been getting massive attention not only in the western world but also in the third world for rural development.

In Brazil, for instance, ecotourism development has focused on environmental sustainability and market segmentation to increase revenues (Paco, Alves and Nunes 2012). As stated in the research done by Ayazlar and Arslan; tourism by its very essence worthwhile in improving the quality of the environment that enables to sustain tourism market development (Ayazlar and Arslan 2016). In addition Rahimani and Hajiloo (2013) asserted the existence of a strong relationship between the development of culture, social, economic and that of tourism.

Tourism development contributes a lot to the social and economic development of rural communities despite its confrontations and challenges that are born from clashes of various cultures in the globalization era (George, Mair and Reid 2009). The potential aspect of rural tourism development strategies has the chance to support environment, economy and social sustainability..... that strives to bring alteration in a more sustainable utilization of resources (Roberts and Hall 2001). According to Chuamuagpan (2009) resources available in all aspects of society have to be mobilized in order to offer the host community maximum benefit; however the research of Althef, Irfeey and Rifky (2018) investigated the low receiving benefit trends of the local community and both of them recommended intervention policy should have to answer in well-organized planning and management of sustainable ecotourism.

In Africa, tourism has been expanding as one economic sector and its development has been rising and creating synergy with any development agenda in the continent (SNV 2007). For instance in Guinea, research on ecotourism revealed a more profound knowledge to detect

objective justification of ecotourism opportunities in Papua New Guinea than available ever before (Olabsi 2020). And in Morocco ecotourism is evolving as a competing area of development with sharing the existing skill, practice and knowledge of the other parts of the tourism sector in the country (Lamnadi 2016). Additionally, the research done in South Africa noted that community participation, nature conservation and revenues of the locales in the ecotourism development programs are increasing which guarantees the improvement of rural people capacity (Gopaul 2006; and Nsukwini and Bob 2016).

Historically in Ethiopia, formal tourism development started in 1965 at a national level during emperor Haileseelassie. But due to much political turmoil, ideology and lack of trained man-power; its contribution to the socio-economic development of the country was very little (MCT 2009). From 1992 onward, the trend and scope of tourism development have increased in Ethiopia. For instance, foreign tourists travel to the country and the income generated from it drastically increased from 83,213 to 592,781 tourists which resulted in income generations from 57,763,000 Birr to 3,289,935,000 Birr (Temesgen 2017).

Ethiopia is one of the richest countries in the Horn of Africa with ecotourism destinations that is embraced in vast and diverse cultural, natural as well as historical and archaeological resources (Ashenafi 2016; MCT 2009; Sintayehu and Belay 2016; Tadesse 2015; Yimer 2016). Though the country is rich with ecotourism attractions that can support economic development however it is not yet developed (Robinson and Jonker 2016). A review done on ecotourism development by Sewnet (2017) also revealed that despite there are abundant tourism destinations, lack of trained man-power, controversy over resource management, poor development of infrastructures and facilities are reasons that made ecotourism underdeveloped. Specifically, at Wanchi Crater Lake researches revealed the importance of community participation and the existence of challenges over resource control in and around the Lake which needs strong measurements to ameliorate the situations (Derera 2015 and Gemechu 2014). Hence, the current study wants to describe and explore how ecotourism development affects the social, economic and environmental aspects of the community living around Wanchi Crater Lake in Wanchi District of Oromiya.

## **1.2. Statement of the Problem**

Sociology of tourism in general and sociology of rural tourism, in particular, has been considered as the most neglected part of sociology (Cohen 2000), despite the United Nations asserted that “Tourism provides livelihoods for millions of people and allows billions more to appreciate their own and different cultures, as well as the natural world” (UN 2020: 1). However, ecotourism is recently appeared as one of the potential areas of the discipline and is regarded as the policy issue of many countries; few researches have been conducted on it in the field of sociology.

Ecotourism is expected to follow a pro-poor development approach in promoting rural development. According to Irandu and Shah (2014), ecotourism is a means to empower women and ensure environmental sustainability. Ecotourism and tourism development can be seen in terms of “the need approach” that emphasizes community involvement in the improvement process (Gupta and Chandra 2016: 27) and the factors inducing local people in improving tourism sustainably (Adeyinka, Lattimore and Nair ND). Nonetheless, the aforementioned researches have not clearly illustrated the effect ecotourism has on social and environmental sustainability.

In Ethiopia, for more than 50 years, agriculture has promised to be the sole economic backbone of the country and still today the main employment opportunity in the third world (UN 2007). As a result, the Ethiopian government did not give attention to tourism development that can connect rural development to the wider national development policies (MoFED 2003). However, some commitment is there to diversify its economic activities that have an essential role in poverty reduction (Tona 2020). The National tourism policy stated, because of many opportunities in ecotourism that would help improve socioeconomic development, infrastructural distribution is a mandate of government and stakeholders at ecotourism destinations (MTC 2009). Some findings also confirmed many opportunities like job opportunity, peace and security, community participation and environment protection at ecotourism destinations (Derera 2015; Tadesse 2015 and Yimer 2016). But in practice, there are some adverse impacts related to tourism development, which include; the spread of diseases and mishandling of destinations (Tedesse 2015). Hence it requires a detailed study on the effect ecotourism has on rural development activities.

In his study of the host community and visitors' interaction, organizations of local tourism and subsequent impacts on local peoples, Tesfaye (2015) evaluated the situation of tourism as a whole on social, economic and political aspects of the Bishoftu, Modjo-Hawassa Route. However, his study was concerned with the social interaction formed in tourism, but giving less attention to the effects ecotourism development pose on the rural area.

As noted before, ecotourism development has its own opportunities and challenges for the economy and environment (Gemechu 2014). The current study further would try enriching these findings by exploring how the community living around Wanchi Lake sees the potential effects that a recently launched project “Wanchi-Dandi Ecotourism Development” by the Federal Government of Ethiopia has on their life. However, this Lake already became a tourist destination in 2003 where the Oromiya Trade and Industry Bureau started some development cooperation with GTZ-Ethiopia 2003 (Derera 2015).

As stated above, various researches have been conducted in the area with rarely focusing on community-based ecotourism development and its effects on the rural way of life. Above all, this research objective focused on the environmental, economic and social effects of community ecotourism development on the rural way of life and its effects on livelihood strategies had examined in a comprehensive way of understanding development induced intervention effects.

### **1.3. Objectives of the Study**

#### **1.3.1. General Objective**

The research objective was to examine the effects of Wanchi Crater Lake community-based ecotourism development on rural way of life in Wanchi District, Southwest Shewa, Oromiya.

#### **1.3.2. Specific Objectives**

To explore factors influencing community-based ecotourism development

To describe effects of community-based ecotourism development on rural environment

To analyze the effects of community-based ecotourism development on the socioeconomic dimension of rural communities

#### **1.4. The Scope of the Study**

The study was conducted to explore factors influencing community based ecotourism development and its social, economic and environmental effects on rural way of life. Specifically, effects of CBED on household income, rural agriculture, cultural values, rural community health, education and administration were embraced in the scope of the study. Additionally, the research scope was attempted to embrace the community's livelihood strategies and its outcomes. Likely, the study was to examine the effects of ecotourism development on rural community's way of life in Haroo sub-district of Wanchi District.

#### **1.5. Significance of the Study**

The study can benefit stakeholders working on ecotourism. Since, it is aimed to know the effects ecotourism has on the rural ways of life and helps to identify both positive and negative effects of community based ecotourism intervention. It can also contribute to ensuring sustainable development agenda of the district.

The study may enable the stakeholders to purposefully intervene in assuring further ecotourism development and encouraging the positive effects of ecotourism on rural ways of life. It is also aimed at providing an additional knowledge on the area of community based ecotourism development and rural society's living conditions in understanding its conceptual definitions and theoretical framework i.e. can serve as literature. The study wanted to examine the potential effects of ecotourism on rural community way of life. Additionally, it analyzed the diversifying rural activities that can be attributed to ecotourism development. After successfully accomplished the research finding has been presented in organized way through published and/or unpublished for all concerned bodies to provide them additional knowledge on community based ecotourism. Finally, the study may serve as a base for those who want to study further in depth about the topic and related areas.



## **1.6. Limitations of the Study**

Lack of transportation facilities, resource constraints and COVID-19 pandemic have imposed their own shortcomings on the research. The participants of the research did not respect appointment and the researcher exposed for extra cost. Additionally, the research was limited by the data collection methods and tools as well as sampling methods indicated in the study because all methods are its own drawback to address the social, economic and environmental effects of ecotourism development on rural society's way of life. In order to minimize its drawbacks; the study employed mixed approach and two types of sampling techniques as well as different types of data collection methods and instruments. Hence, it minimized the aforementioned constraints.

## **1.7. Operational Definitions**

### **1.7.1. Ecotourism**

Ecotourism is where people travel to visit and /or consume the products of agriculture, culture and nature in a place environmentally friendly developed as the same time to produce for local community a means of life. Ecotourism is a socio-environmental phenomenon and an income opportunity. It is also a destination where both natural and cultural products presented for tour.

### **1.7.2. Development**

Development is a positive changes registered on social, environmental and economic aspects of the rural people living around Wanchi Crater Lake. This can be amounted to changes of people's living standards that can also be examined in terms of income, education and health facilities provided for them without imposing significant harm on social and physical environment of the rural people.

### **1.7.3. Effects**

Any changes observable on rural households and community at large after ecotourism development is carried out. The intervention of tourism sector in the area may have positive or negative effects. These effects can be described in number like economic changes in terms of income, physical environment changes in terms of land conserved/not in hectare and the degree of social relationship and cooperation among community members.

Here effects can be seen in the following concepts: Economic changes in diversifying the income of households; the social life of rural people; level of community participation; and environmental protection practices of the community and land protected/not in a hectare.

#### **1.7.4. Rural way of life**

Rural way of life is all about cultural way of life. Their cultural life contains their livelihood strategies, the way they react to and respond to their economy, social and environments. As obviously known, rural life is dominated by agriculture. Agriculture is a major means of livelihood of rural people as a result people depend on agriculture to win their daily bread. The cumulative rural way of life with relation to diversifying means of life, income and employment opportunities can changes the previous social relationship of rural society.

Here it is important to study: The number of people getting a job and earning income from ecotourism; the density of population in rural; the progress of service opportunities as a means of livelihood; rural economic diversifications; and education, health and social cooperation of the ecotourism community.

## **CHAPTER TWO**

### **2. Literature Review**

The literature review scrutinized significant concepts and approaches used in the study. This part was on the main concepts of the research that are framed from the topic under study. The definitions of concepts were given to decide their measurements that made suitable to quantify concepts and analytical framework supported to categorize data gathering system or/and classify specific objectives in a non-overlapping system. The main theories selected were used to test or refute and enable the research to show issues with respect to theoretical perspectives. Empirical findings were incorporated to show what other scholars found out about the area under investigation.

#### **2.1. Conceptual Definitions**

##### **2.1.1. Ecotourism**

There are various ways of defining ecotourism; considerably the difficulties in defining ecotourism have amounted to the absence of clear standards and practices as it is an evolving sector worldwide. However, many scholars and organizations define the concept based on their own definitions. For instance, Kleinod (2014) defined ecotourism as a way of safeguarding nature by diverting peasants from subsistence agriculture to ecosystem servants to generate income for their livelihood in an organized structural form. According to the above definition, as it is a strategy of environmental conservation and means of livelihood for the local people. Additionally, the research done by Gopaul (2006:35) used the ecotourism definitions of The International Ecotourism Society definition of eco-tourism as “responsible travel to natural areas that conserves the environment and improves the well-being of local people.”

Gonzalez (2012) defines ecotourism as a strategy to generate income, ensuring sustainable development of a natural and social environment which inevitably promotes local community development. Others also define it as “Ecotourism is a tourism-based economic sector that contains elements of education. Ecotourism is conducted in a professional and trained management which consider cultural heritage, participation and welfare of local people” (Nughoru, Hari, Negara, Purnomowati and Wulandari 2016: 9).

Ecotourism is part of rural tourism with a specific focus on the utilization of environmental resources for tourism and gives much space for community participation to harness it (Chuamuangpan 2009). As the researchers' definition ecotourism needs community involvement for better use of the environment. In the following paragraph Dorobantu and Nistoreanu (2012:4) illustrated ecotourism as a focus area of rural development provided that all socio- environmental and human resources are maintained for the utilization of ecotourism purposes as follows:

*Ecotourism is a form of tourism where the main motivation of the tourists is the observation and appreciation of nature and local traditions related to nature and must meet the following conditions: preserving and protecting nature; local human resources; educational character, respect for nature - awareness of tourists and local communities; minimum negative impact on the natural environment and socio-cultural (established definition of the World Tourism Organization.*

Other researchers have also summarized the concept of ecotourism however it varies in different ways they condensed as follows as: “(1) Dependent on the natural environment; (2) Is ecologically sustainable; (3) Contributes to conservation; (4) Features interpretation and education; (5) Incorporates cultural considerations; (6) There is a net return/benefit to the local community” (Iranu and Shah 2016: 247). The definition given by Gaymans (ND: 161) about ecotourism embraces five components in its most acceptable definition i.e. “reduced impact on the environment, environmental sustainability, Interaction with nature, Community involvement and interaction with people, environmental activities and economic sustainability.”

Lastly, Eriksson and Lidstrom (2013) well-articulated the concept of ecotourism by referring to the dimensions of sustainable development.....the social, environment and economic utilization in more responsible ways to preserve and minimize the tradeoffs among these three aforementioned concepts in order to reduce negative impacts on social and environments.

### **2.1.2. Development**

Development is a process of improving social and economic wellbeing of rural poor that strives to achieve quality life and ensure desirable goals through the involvement of individuals in long term to reduce any adverse effects on the environment (Mulugeta, Allan and Bio 2015). Sustainable development is utilizing all resources in moderate ways without compromising future generations' chance of development (NPC 2010) and as defined by UN General Assembly in 1987 sustainable development is “development that meets the needs of the present without

compromising the ability of future generations to meet their own needs”( cited in Emas 2015: 1). As mentioned in the above paragraph, sustainable development is conceptualized based on multidimensional approaches. The first one is from an ecological point of view. As noted by Bruckmeier and Tove (2008), it aims for environment-friendly activities that consider persistence and long term benefit gain. The second sphere is economic growth and highly focuses on sustaining economic growth (Emas 2015). The third sphere of attention is human and social development that concerns with sustainable development in socio-cultural development which aims to enhance local stakeholders’ participation and as well as fair distribution of resources (Bruckmeier and Tove 2008). Like any development intervention, ecotourism wants to ensure the development of rural communities through supporting their livelihood, conserve nature and social values. As the aim of development is to sustain natural and social assets ecotourism is also strongly focused on preserving the existing resources as well as ensuring community participation for sustainable use(Dorobantu and Nistoreanu 2012; Eriksson and Lidstrom 2013;Gopaul 2006 and Kleinod 2014).

Development activities in ecotourism are undertaken in rural areas. Like any other sphere of development in rural; ecotourism development is also required to fulfill the principles of sustainability in rural development(Dorobantu and Nistoreanu 2012).These are alleviating poverty, information delivery and expansion of infrastructures (Dlodlo and Kalezhi 2015), empowering local knowledge and popular participation (Leeuwis 2000), ecological modernizations approach (Bruckmeier and Tove 2008), and diversifying agriculture and non-agriculture activities (McAreavey and McDonagh2010). The involvement of SHD and EHD paradigms Calatrava (2016) is the core of development. The aforementioned issues are incorporated for they make rural sustainable development effective. So, development and ecotourism concepts are highly interlinked.

### **2.1.3. Tourism**

Long ago mankind attitude to strange cultures and habitats was ignorant because of a lack of knowledge about other societies and cultures. But modern man has inspired to be away from his local habitat that induces the rise of both numbers of visitors and countries to be visited (Cohen 2000). However, sociologists seemed to have ignored tourism as a social event, change in the attitude of people towards others’ cultures increases the chance to leave one’s own environment.

This situation is amounted to change that occurred in technology in the past two centuries. Indeed even today in people's mind; the degrees of strangeness and uniqueness have been playing a decisive role to determine what to visit without transgressing the concept of familiarity (Cohen 2000).

Consequently, academia of economics and followed by Geography in Europe and both studied the importance and concept of tourism and were concerned about its income-generating and environment aspects.....but the sociology of tourism was steadily developed after the two World Wars. Although, Durkheim never emphasized the sociology of tourism; his work of social facts opened the way to analyze tourism as a social phenomenon (Dann and Parrinello ND).

The definition of rural tourism as cited by Zielinski, Jeong, Kim and Milanes (2020: 3): "it should be comprised of small-scale enterprises, characterized by open space, availability of natural and cultural heritage, traditional practices, connections with local families, growth that is slow and organic, local control and sustainability." As indicated in the document of Gonzalez (2012:6) that the researcher analyzed from world tourism in 2008 as follows

Tourism is a social phenomenon that promotes the movement of visitors to a destination in the world aimed at leisure and rest. In order to understand the trends in the tourism market, it is necessary to analyze what happened in recent times, taking as a reference the year 2008 given its characteristics, and presenting figures until 2011.

The United Nations World Tourism Organization (UNWTO) defines tourism as, "...the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (as cited by Tesfaye 2015:13).

#### **2.1.4. Rural**

The rural area is the place where a large part of biodiversity exists as compared to the urban center. One of the most important biodiversity that plays a significant role in reducing carbon emission is forests. Forests are among the world's most productive land-based ecosystems and are essential to life on earth (UNSPF 2017). Rural area is a place where people are living in scattered ways. This shows population density of rural areas is very low when compared with its

counterpart. The social way of life in rural is based on social cooperation and cultural way of life where people valued more their social capital developed in social cooperation than formal economic relationships. These social assets are binding the society together. Individuals' role in social capital accumulation is measured by his/her participation in community affairs. Likewise in our case membership in Afooshaa, Equb as well as attending a funeral ceremony and cooperate with elders and supporting low- income individual enables them to build strong social capital which inevitably deserves them a good name.

In metropolitan countries, the concept of rural and urban is not as old as a definition given to the two different ways of life. Nowadays, rural culture is a mixture of the new culture and the old one as the time one cannot observe a single culture where old folks and traditions are not as the day of static changes in society and economy (Woods ND) and also MCAcreavey (2009) as the global trend role of agriculture in economy has been diminishing by 10% whereas in low urbanized countries rural way of life is dominated by agriculture and traditional cultural way of living.

In economic terms, rural is a place where large agricultural products are undertaken. Production of crops, animals and forestry are major livelihoods strategies that enable them to earn income from it. Additionally, rural is multidimensional nowadays, where within rural society population mobility is highly evident in this era, they are also entertaining foreigners though unlike the urban (MCAcreavey 2009).

## **2.2. Empirical Findings Based Literatures**

Many scholars and researchers have investigated the area of tourism, rural tourism and impacts of tourism and the existing social relationship between host community and visitors as well as rural way of life. Along with social interaction and impacts:

*Several authors argued that the phenomenon of tourism operates as a force through which socio-cultural, economic and environmental changes occur (e.g. Greenblat and Gagnon, 1983, Robinson, 2001 and Wang, 2000, as cited in Tesfaye 2015). The collective effects of these changes affect the host community. The impact creates diverse sets of experiences, attitudes and resources that tourists bring and share (p.8).*

Other research findings show the outcome of travelling and stay away from home areas for different purposes and historical development of tourism. For instance, Temesgen (2017) suggested how tourism can play a potential role in poverty reduction specifically in the third world. From experience to very recent, tourism development projects have been recognized as complementary in ensuring development endeavors. Sustainable development of rural regions in Kenya has shown us the possibility to collaborate primary activity products and other economic services with rural tourism to enhance rural development in Kenya (Juma and Vidra 2019). According to Gupta and Chandra (2016) mountains ecotourism region development...considered as a part of opportunistic landscape tourism development that enhances the environmental, economic and social development for it benefited the marginal group of people. In remote rural areas of Europe, people are receiving less in the economy which is estimated to be three times less than urban residents. In order to minimize such disparities government take an intervention mechanism like conservation of natural environment and provision of other services (ENRD 2014).

Another finding concerning ecotourism development has revealed that the surrounding rural community's living conditions have not yet improved in South Africa. Here the study conducted by Nsukwini and Bob (2016:1) confirmed as follows:

*Community involvement is increasing in importance in relation to nature conservation and ecotourism which includes public participation in decision-making, access to biological resources and communities' receipt of benefits from ecotourism. South Africa is well known for its biodiversity conservation. Yet, research indicates that neighboring historically disadvantaged communities remain impoverished and have limited access to resources and benefits from conservation areas. Hluhluwe-iMfolozi Park (HiP) is a key conservation area and ecotourism destination in South Africa.*

A review conducted on "Trends of Ecotourism Development in Ethiopia" by Tona (2020) signify ecotourism as an alternative tool to activate and diversify the economy, create job opportunities conserve the environment and increase the exposure of local people to entertain diverse cultures as well as to enhance their political power. As the Tona(2020) review of several materials on ecotourism confirmed; it is the mechanism by which a state can intervene in the marginal rural area to reduce the economic imbalances between rural and urban residents. However "social transformation" as the intervention of ecotourism development strategy is insignificant that



needs the alignment of both developed and developing countries experience (Kunjuramn and Hussin2017).

According to Egbali, et al. (2011) rural tourism has both positive and negative effects on the social and economy of the countryside. According to the researchers, the positive effects include conservation, job opportunity creation and diversifying means of life, and increase in tolerance and distribution of infrastructures while its negative effects are seasonality of job opportunity, destruct uniqueness of culture, controversy over resource control in the case of ecotourism. Others found the negative consequences of tourism as a conflict of interest, increasing begging and theft and price escalation (Derera 2015; Gemechu 2014; Sewnet 2017; Tesfaye 2015 and Tona 2020). In addition to the above findings Eriksson and Lidstrom (2013) asserted that ecotourism development has to acknowledge the fundamental dimensions of sustainable development to achieve its desirable targets.

### **2.3. Tourism Policy Review**

Ecotourism has both positive and negative effects. To control the negative effects, WWF International outlined twelve guidelines that grouped into four categories. These are analyzing ecotourism appropriateness, involving the community in planning, analyzing its economic feasibility and maximizing the community's benefits and environmental protection (WWF 2001). World Tourism Organization has responsible for accessible and sustainable tourism development that it strives to take full advantage of the positive impacts in poverty reduction and local capacity empowerment (Healy and Carvao 2016). Ecotourism policy has not only focused on economic and environmental viability but it is also indebted to conserve cultural and social values (Malk 2018).

Tourism is one of the sectors that contribute to the social and economic development in Ethiopia. Globally, tourism is an enormously growing sector in both number of tourists travel for different purposes and income generated from it. As clearly indicated in the policy, the vision of Ethiopian tourism is "To see Ethiopia's tourism development led responsibly and sustainably and contributing its share to the development of the country by aligning itself with poverty elimination" (MCT 2009:11). The objectives of tourism development in Ethiopia are ensuring economic benefits, creating employment opportunities, building a positive image of the country

without affecting the culture and natural environment of the country and solving the infrastructural problems in order to extend tourist stay. The aforementioned objectives can be realized through implementing basic principles indicated in the policy document. That is respect for diversity, community involvement, responsibility, transparency and collaboration and cooperation with all stakeholders (Gemachu 2014; Sewnat 2017; Tadesse 2015 and Yimer 2015).

The main policy issues are focused on bringing sustainable improvement to utilize the potential of tourism attraction sites. Consequently, the policy focus area and implementation strategies have been outlined as follows. These are directing tourism in a well-organized base, scale up the existing and new tourist attractions, distributing all tourism essential facilities and infrastructures, performing promotional activities to create competitive markets, ensuring a strong participation of stakeholders and solving the existing capacity drawbacks (MCT 2009).

The policy employed various strategies like interconnecting tourism with the development agenda of the country, initiating community participation, solving infrastructural problems at tourist destinations, enhancing environmental and cultural values protection, forming a national tourism council, and developing the skill of workers participate in the tourism sector (MCT 2009).

According to Oromiya Regional State Proclamation No.172/2007, Tourism Council was formed in 2007 E.C. to develop and conserve natural and man-made tourist sites and objects. The council is responsible for following up and evaluating the effective utilization of tourism destinations (Southwest Shewa Tourism and Culture 2020).The purpose of conservation is to expand job opportunities and improve the livelihoods of the citizens as outlined in the FDRE Constitution article 41 (FDRE 1995).

A study conducted by Sintayehu and Belay (2016) noted there are low awareness, poor protection and weak collaboration of stakeholders on ecotourism development. Other research findings show the existence of controversy over resource control and multiplication of social ills like diseases and begging, the perpetuation of low wage of workers and high cost of the infrastructure of tourism (Derara 2015 and Tadesse 2015). In general tourism policy implementations has been confronted by many challenges that need strong measurements to reverse their negative impacts. As the researcher reviews; there is no enunciated ecotourism

policy in Ethiopia. So, it is important to design an authenticated ecotourism policy to address the challenges because.

## **2.4. Livelihood Approach**

Chambers and Conway (1992) define livelihood as “capabilities, assets (stores, resources, claims and access) and activities required for making a means of living.” According to this conventional definition of livelihood, rural livelihood addresses the capacities, assets and activities at work to make a living for residents. A rural livelihood framework is an analytical tool employed to examine and understand how rural people are developing their livelihood strategies. The livelihood approach concerns the adaptive and coping mechanisms based on the capabilities and assets in the session of vulnerability contexts. Additionally, rural livelihood analyzes ways of maintaining and enhancing the capabilities and assets of the rural people. It follows a bottom -up strategy of development approach to understand the empirical reality that exists in the community, and also highly determined priorities of rural people in development and their knowledge to undertake activities in the face of making a living.

The livelihood approach is the mechanisms of understanding the way rural households derive their livelihood by drawing on capabilities and assets to improve livelihood (Satterthwaite 2002). While undertaking study in this approach the research concerned with the livelihood the households employed, the way the undertake their regular life. The assets [material and non-material] that they depend on to carry out their livelihoods studied in the research. Social cooperation, health, education and income generating activities are the focus of the research.

Vulnerability means “the insecurity or wellbeing of individuals or communities in the face of changing environments (ecological/social/economic/political in the form of sudden shocks, long term trends or seasonal cycles” (Farrington, Ramasut and Walker 2002: 8). Depending on the above definition vulnerability context relates to external intervention effects on the community and households. It is important to show the vulnerability context in the newly launched Wanchi-Dandi projects in Wanchi community based ecotourism.

Assets are resources on which people draw to carry out their livelihoods strategies. Assets may be physical, social, political, natural, financial and human capital. The range of access and control over assets is varying in poor women and men. This framework analyses how much

assets produced in ecotourism development brought effects on livelihood strategies of the rural people (Farrington, Ramasut and Walker 2002). Assets generated in ecotourism have to be evaluated and the accessibility assets are the main concern of the research. The research studied the opportunity to access the resources of the community by its members.

State policies and strategies are key factors to decide peoples' choices in carrying out their livelihoods strategies in any development intervention. The development process has an opportunity to influence the livelihood strategies of the rural society (Farrington, Ramasut and Walker 2002). So, in ecotourism development the policy government followed to improve the people's living standard has been examined in this framework.

Livelihood strategy is an activity that local people undertake to carry out their livelihoods. It incorporates all activities done to build assets and the opportunity to access both material goods and services. Livelihoods strategies are influenced by the assets and chances available to local low income people. Government processes to ensure development and the context of vulnerability, as well as the option and interest of local people in ecotourism development, can affect livelihood strategies (Farrington, Ramasut and Walker 2002). Hence, the study investigated the effects of the strategies' households are employed in the Wanchi Ecotourism.

Livelihood outcomes are results gained from livelihood strategies that local people employed to against shocks and stresses. The result scored in ecotourism development has a probability to affect either positively or negatively the vulnerability context of the rural people. In general, the framework is employed to investigate the situation of rural way of life in ecotourism development (Farrington, Ramasut and Walker 2002).

#### **2.4. Theoretical Framework**

Theories are tremendously essential to analyze the essence of the topic under study. The research is supported by three major theories selected as follows. Sustainable development, globalization and ecological modernizations theories are expected to be crucial for their basic concepts they contribute to analyze ecotourism with respect to ecotourism development effects on social, economic and environmental effects on rural society's way of life. The controversial, supportive and critical ideas are the major issues to be reasoned out both deductively and

inductively by using basic premises the theories have forwarded. The research wants to test and refute each concept by using theories selected per the topic under study.

### **2.4.1. Globalization Theory**

The theoretical understanding of globalization is abundantly explained in the academia of economics where the vast majority of its definitions were given by economics scholars however recently many sociologists have been recognizing it as it conveys sociological perspectives (Uppal 2017). Even though economists focused on economic approach only, in the period of postmodernism or postindustrial era, the process of globalization increases the influence of global culture in other countries with or without the compliance of the host community (Robert and Hall 2001). The propositions, concepts and definitions of globalization theory are helpful to analyze the practical implementations of ecotourism and its effects on rural. Interaction in tourism between the host community and visitors produced unique interrelationships due to cultural exchange (Tesfaye 2015). Therefore tourism in general and community-based ecotourism in specific has the power to increase foreign cultures in the host community.

As Ritzer (2011: 574) defined in his book of *Sociological Theories Eighth Edition*; “Globalization is the spread of worldwide practices, relations, consciousness, and organization of social life.” Due to massive people’s travel around the world on the agenda of globalization, huge numbers of peoples’ or communities’ lives are influenced in all aspects. In relation to the topic under study, the intensive interaction of people because of ecotourism development was probably increased. The attention is to investigate the strength of effects of specific global trends that can be observed on local cultures and economy with specific to tourism development (Mihajlovic and Colovic 2014).

Globalization as noted by Vizjak and Vizjak (2015): is the opening up the economy to international competition with minimum legal restriction. However, it is not only a matter of economy since it influences and interrelates the total way of human life. As interaction occurred due to ecotourism, globalization theory with specifically cultural dimension is helpful to investigate the socio-cultural effects of ecotourism development on rural way of life in the surrounding rural Wanchi Lake.

Globalization theory has a strong connection with ecotourism development since it supports human travelling across the globe to invest, visit and discover in another environment. As a result, it enables the study to describe and analyze changes manifested in the way of rural life due to human global flow. The local culture novelty to attract tourists is one of the major concerns that can be analyzed from ecotourism aspects however it has a probability to be affected by globalization trends.

#### **2.4.2. Ecological Modernization Theory**

The ecological school of thought believed that the environment is degraded due to the unwise use of human beings especially starting from the industrial development process. But they also recognized that it is impossible to propose the policy of deindustrialization as Marxian theory; and profit maximization of capitalism argued by disregarding about the environment (Mol and Spaargaren 2000). Ecological modernization propositions outline that any development agenda should put into consideration the environmental modernization approach that intends to preserve simultaneously natural environment in the course of utilization. As per Sezgin (2013) asserted in his analysis of ecological modernization, the basic essence of ecological modernization is to follow Win-Win Approach in economy and environment interface hence tried to connect environment to all development sectors. It is unbelievable to leave the path of modernity in all spheres of society's development; since human potential can solve problems created by him and can provide a strong strategy to alleviate the massive environmental problems.

In line with the above statements of ecological modernizations, ecotourism development is concerned with environmental utilization i.e. most probably promised as an environmentally friendly development scheme. Therefore, it is one way of intervening instrument in marginalized rural areas that also necessitates environmental protection and reducing social disparities as well as unbalancing relation between human and nature. Conservation of natural tourist destinations and generating income from such natural sites inevitably combines the idea of ecological modernization (Mol and Spargaaren 2000).

As a smokeless industry, ecotourism meets the idea of reducing carbon emission from energy generation and encourages forest protection that can absorb carbon from the atmosphere. Here ecotourism is best explained by the idea of "ecologisations economy" "in the notion of dematerialization (Thomas and Schultz 2011). As a whole, ecological modernization wants to

continue development endeavors in reducing any adverse effects on the environment. Because it says all development has to calculate the potential future of environmental benefits to generations. It also intends to reconcile the two extremely polarized ideas of deindustrialization noted by Marxian and optimization of profit only by capitalists (Mol and Spargaaren 2000).

The study is also indebted to test the degree to which the aforementioned ideas are incorporated and implemented in ecotourism development and rural way of life. The theoretical understanding of environmentally friendly activities concerns with the ecotourism basic essence to preserve the social and natural environment. It provides to the study strong thought that can be analyzed how much it is achieved in the process of ecotourism development.

### **2.4.3. Sustainable Development Theory**

Sustainable development is “the development that intended to realize the current generations’ needs without addressing significant harm on future generations’ fate of development needs” (Emas 2015:1). The author also noted the three distinct but interconnected dimensions of development. These dimensions are economy; environment and society that the uneven relationship exists among them can increase expenses in development project (Eriksson and Lidstrom 2013). Mensah (2019) also noted in framing the basic essence of sustainable development by arguing that sustainable development radiates around three dimensions and consider the fairness of resource utilization between generations.

Ecotourism in developing countries has been considered as an instrument to facilitate economic growth in sustainable ways. As obviously inferred from its basic concepts, ecotourism interconnects the development of economy with the protection of natural resources. But the above statement does not forward any idea that confirms ecotourism has no negative impacts on the rural way of life in the era of globalization (O’Neill 2002). Additionally, the ecotourism concept harnesses the economic, social and environmental aspects of society that paralleled with the concept of sustainability in development (Eriksson and Lidstrom 2013).

The moderate and wise use of ecotourism development entails strong financial support and additional income generations for local peoples. The framework of sustainable development can be explained in the issue of negative and positive impacts of ecotourism development on rural life and the sustainable development approach visibly started to be a policy issue of many

countries after World Conference on Environment and Sustainable Development at Rio de Janeiro in 1992, that affirms sustainable development has to be realistic in qualitative and quantitative ways (Attila, Petres, Robert and Keresztesi 2017).

The sustainability issue is also dealt with ecotourism effects on the rural environment. The adverse effects have the power to spoil local uniqueness that is the resources of the community. As ecotourism development concerned with socio environmental preservation, sustainability theory helps to evaluate ecotourism implementations for rural community sustainable development. Indeed the research intends to test the basic concepts of sustainability are how much explained ecotourism development and its effects on rural life in all societal aspects.

## **2.5. Conceptualization**

### **2.5.1. Ecotourism Development**

According to (Nsukwini and Bob 2016) ecotourism development is the way to enhance the life of community, as well as protecting the environment and culture. Ecotourism is perceived as a strategy to empower and intervene in the livelihood of the remote rural people as well as alleviating the poverty of marginal communities (Otwori and Khademi-Vidra 2019). A study conducted by Okech et al. (2012) revealed; ecotourism development is a means of reaching out to the remote rural society through distributing all necessary infrastructures and encouraging their participation as the time and also strives to minimize tourism industry negative impacts (Tona2020). According to (Isa and Moshkel2013: 529) noted: “Ecotourism with its potentials can be a major strategy in sustainable rural development which regards expanding opportunities and improving living conditions of the present and next generations of vulnerable people in rural communities as its main objectives.” Likewise, Chiutsi, Mukoroverwa, Karigambe and Kumira(2013) mentioned ecotourism as sustainable tourism development in a rural area would lead to environment conservation and community development.

According to Gupta and Chandra (2016) all communities in the world want to be part and parcel of any development project and the researchers have recognized the ecotourism as a mechanism of empowering local communities in socioeconomic progress. Development needs to embrace the participation of local people in the development process (Leeuwis2000). Hence, ecotourism has to be participatory in order to sustain all dimensions of society. The importance of



community participation in economic development has played a significant role in sustaining tourism industry in the rural areas. The conceptual Approach review conducted on ecotourism by Ayazlar and Arslan (2016) found community's participation as the pillar of ecotourism. Ohe (2020) exemplifies community- based rural tourism as one way of internalizing externalities for farmers which in turn generates income opportunities. This is to say local people internalize what is seemingly strange and that can facilitate the transfer of finance from urban to rural. As of today, there are a huge number of unemployed youth and women in rural Ethiopia...hence ecotourism development strategy is one of the strategies supports for unemployed and low income group since it is a pro- poor strategy to alleviate poverty (Gemechu 2014).

As sustainable development recognized the concern of economic, social and environmental development aspects, the intention of ecotourism development has also become a market opportunity for sustainable tourism development (Eriksson and Lidstrom 2013). Sezgin (2013) noted environmental policy has devoted to protect climate change through various energy sources innovation support and promotes minimum carbon emission industries. Ecotourism as conceptualized by different scholars and researchers as mentioned earlier confirms the strategy to reduce carbon emission since it is an eco-friendly and carbon free industry.

### **2.5.2. Rural Way of Life**

The rural way of life has passed through various changes. In an ordinary understanding, people have equated the rural way of life as an agrarian way of life with old traditions and values though it is nowadays incorporating many concepts of social, environment and economy in many works of literature (Okechet al. 2012). Egbaliet *al.* (2011) stated that rural way of life though it has its own traditions and values after the industrial revolution, it has been affected by different development agendas in both positive and negative ways. As Woods (ND:1) noted the established and difficulty of penetration of old culture in rural areas has now exposed to various changing situations indeed “desire for the mechanically new, the progressive, the efficient, the modern, the urbane is manifest also.”

In a rural society still there is a need for food however land is in a difficult situation to provide food for the dramatic population growth registered. For instance, “the world's population is expected to grow to almost 10 billion by 2050, boosting agricultural demand – in a scenario of modest economic growth – by some 50 percent compared to 2013” (FAO 2017:x). This situation

entails discovering other mechanisms to support the rural livelihood strategies that are also enabling the rural environment rehabilitations. In Africa agriculture is still hold a significant portion of the economy which hired a huge amount of people in the sector (NEPAD 2013). So, rural is a place where agricultural activities take place that is a means of life for the majority of the people. On the contrary, a study was done by Freeman (2016) explored in rural Ethiopia, Gamo Area Community's happiness was decreasing due to change in socio economic development in past 20 years that the researcher confirmed economic changes only does not ensure good life.

## **2.6. Conceptual Framework**

The conceptual framework summarizes and interconnects the empirical findings and theories that exist in the core concept to support the research under study. The main concerns are radiating around the topic and helping to frame the thesis and also serve as a guide of the study. The dependent and independent variables are delineated based on the objective of the study. So, the level of ecotourism development would be independent variable with intervening variables like availability of infrastructures, community participation, frequency of tourist arrivals and advertisement, while effects on rural way of life are dependent variable. The research aimed to examine changes that occurred after the development intervention mechanism taken i.e. Community-based ecotourism at Haroo Sub-District of Wanchi District. Various studies' findings conducted in this research area show us the importance, difficulties and complexity of concepts those are being used in the study. However, this research condenses the way different scholars and researchers defined as well as reveal findings of their research objectives. Consequently, the conceptual framework comprises the following concepts.

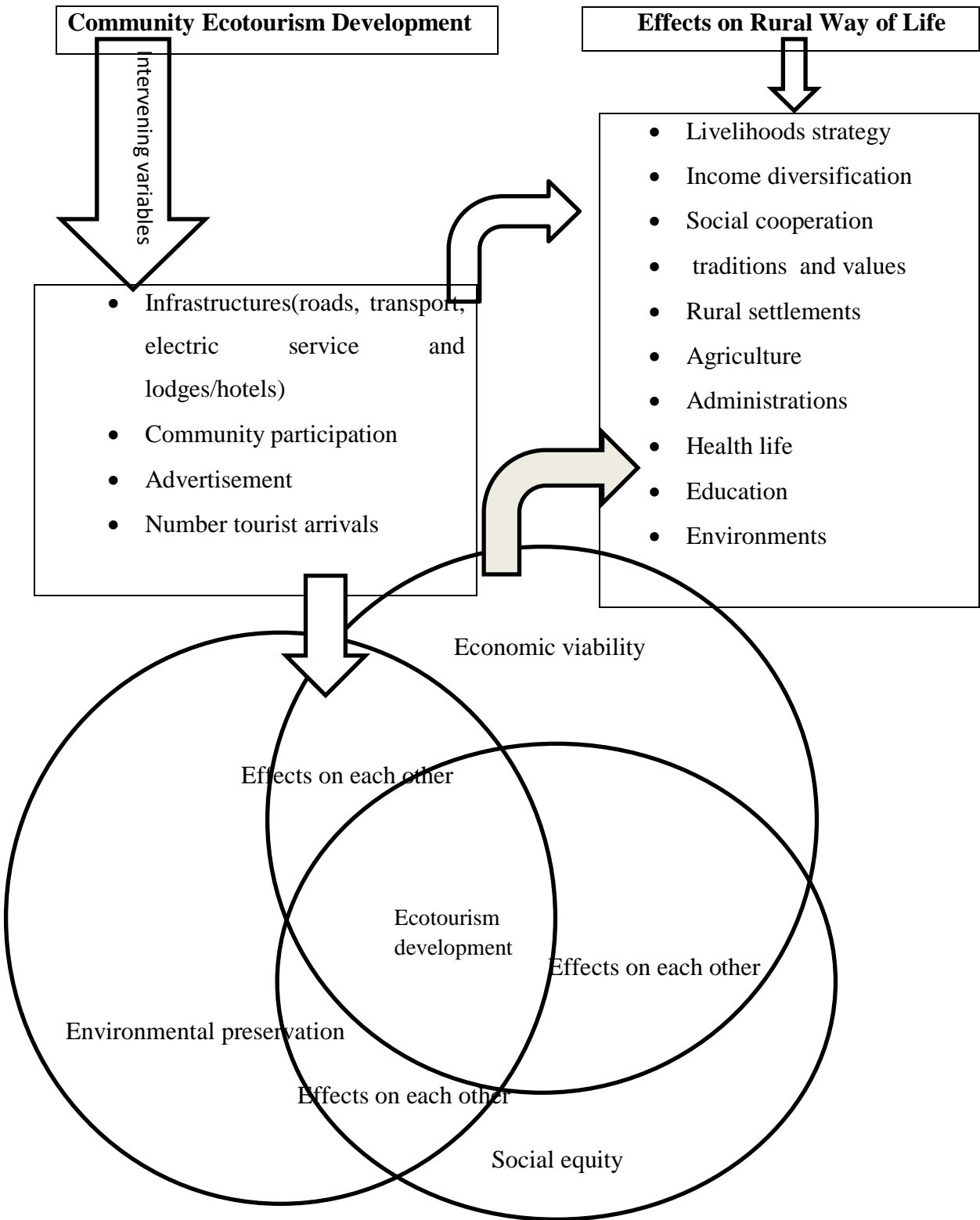


Figure 2-1: Conceptual Framework Adapted from Sustainable Tourism Development (Dorobantu and Nistoreanu 2012:5)

## 2.7. Analytical Framework

An analytical framework of ecotourism development and its effects on rural way of life is seen in the below diagram. The diagram shows factors that influence ecotourism development, effects of ecotourism development on livelihood, social and environments of rural peoples in Wanchi District. The framework categorizes all objectives listed in the introduction in a non-overlapping system. This enables the research to put all data in its own folder accordingly. Hereby, data collected from the field will be analyzed all effects critically, as of its alignment to the objectives.

Primary data sources are heads of households, knowledgeable individuals and experts in this area. Their word of mouth and the questionnaire being filled by the sample unit have to be analyzed and reported in the form of objectives of the research desired to be achieved. The effects and tradeoffs among dimensions of sustainable development in ecotourism organized and presented in its classifying group.

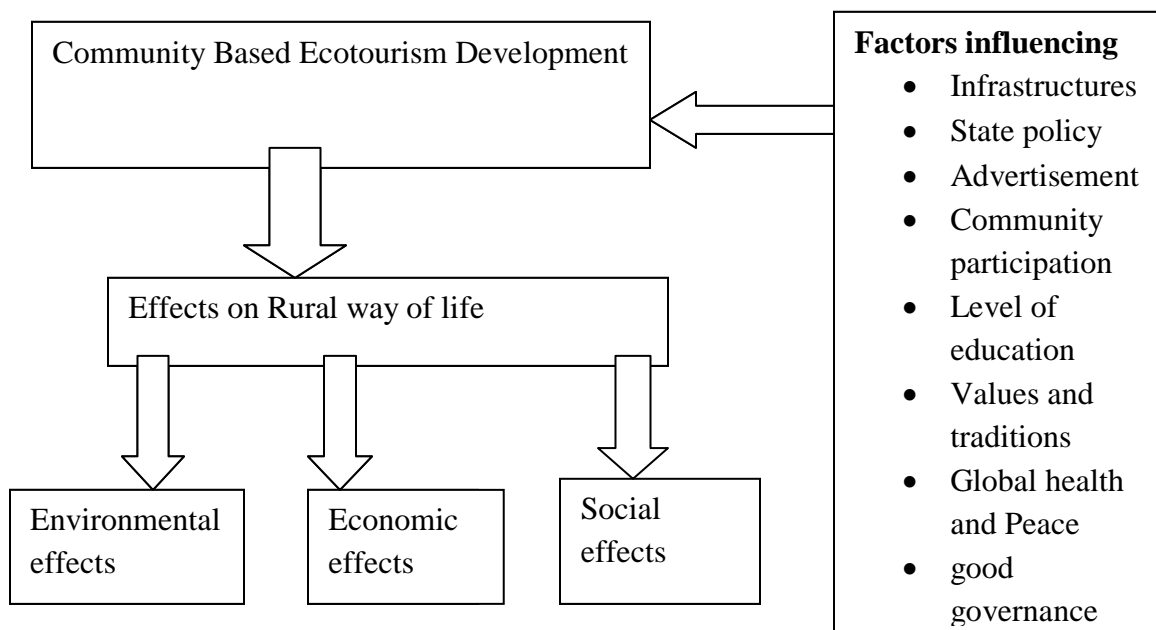


Figure 2-2: Researcher's own Analytical Framework

## CHAPTER THREE

### 3. Research Methodology

This section incorporates description of the study area, study design, research approach, study population, data sources, sampling techniques and sample size, data collection methods, methods of data analysis, ethical consideration and quality assurance to check validity and reliability.

#### 3.1. The Study Area

The study area is located in Southwest Shewa, Oromiya Regional State. Southwest Shewa is one of the 21 zones in Oromiya. The zone is bounded by West Shewa Zone in the west, by Finfinne Special Zone in the north direction, whereas in the east and south it is bordered by East Shewa and Guraghe Zones respectively. The zone has 11 districts which are found in different climates. Southwest Shewa zone is the origin of many historical sites such as Awash MelkaKunture, Selassie Cave, Rebu Waterfall, Bosona Gaangoli and Wanchi Crater Lake (Southwest Shewa Culture and Tourism Office 2020).

The district has 26 smallest administrative units, called Ganda. Of these units three of them are towns. The district is located North and West of Waliso, South of Ambo and East of Ameya Districts. The district population is estimated to be 120,000 and it is one of the most populated districts of the zone (District Administration 2020). Out of this, 95 % of the total population is Christians whereas the rest 5% is estimated to be Muslim and Other religious followers.

Agriculture is the dominant way of life in rural. More than 80% of the total population is agricultural based society. Small business and animal fattening are also either complementarily or independently means of livelihood in Wanchi District. Residents of the district towns largely depended on small businesses and services whereas some of them are depending on small farming. Tourism is a means of livelihood strategy for the people living around the lake.

The land size of the Wanchi District is 474.56km<sup>2</sup> and the climate condition is 60% Badda Daree (temperate) whereas the rest percent is Baddaa (highland). The average temperature is 16-20 Celsius with annual rainfall in the area is 1420 millimeters. Agro ecology is suitable for wheat, bean and barley around the high land part and while it is also comfortable for maize and

“teff” production in the Badda Daree. Irrigation is an alternative means of livelihood strategy mostly in some parts of Badda Daree in Wanchi District (Wanchi Tourism and Culture 2020).

Lake Wanchi is the study area that is located in Wanchi District. It is a popular tourist attraction site which is estimated to be 152 Km, 37 Km and 29 Km away from Addis Ababa, the town of the zone (Waliso) and the town of the district (Citu) respectively. Ganda Haroo is where the lake is found and hosting a total of 400 households of ecotourism. Indigenous people live in a very cold climate due to the high altitude in this sub-district. Their ethnic background is Waliso Liban Mecha sub clan of Oromo and they are native to the area.

The Lake is renowned for its existence on high altitude, islands in it and 15th century Monastery. Moreover, it is blessed with a hilly highland area (3,000 meters above sea level) covered with natural forests, mineral waters and hot springs. It exists between 2900 and 3384 meters above sea level. The lake has a depth ranging between 6 and 78 meters and an area of 560 hectare coverage. The lake and including its surroundings is endowed with colorful natural sites, hot springs, waterfalls, and beautiful and natural landscape, natural forests and a historical church. Fascinating mountains increase the attractiveness of the Lake. The mountains are covered by forests like small highland trees (Gemechu2014).

Agriculture and forest -based productions are one of the livelihood strategies for the people live in the surrounding of the Lake. Their way of life is depending on agriculture and income generated from tour guidance. Historically, the “Enset” production is popular specifically among the high land people. 360 members of individuals have been involved in the tourism activities related to the Lake. 175 of them provide horse transport services, whereas 67 persons provide boat, 50 persons serve as tour guides, 40 persons are involved in honey production and 12 persons on parking service (Wanchi Tourism and Culture 2020).

The livelihood strategies of the area include: agriculture, small and micro enterprises, and income-generating activities from ecotourism. The average landholding size for a single household is 0.5 hectares and the major crops grown in the area are “inset”, barely, wheat, and potato. Residents plough their small size land by their own hand since the landscape is unfavorable to use oxen plough mechanism (Wanchi Tourism and Culture 2020).

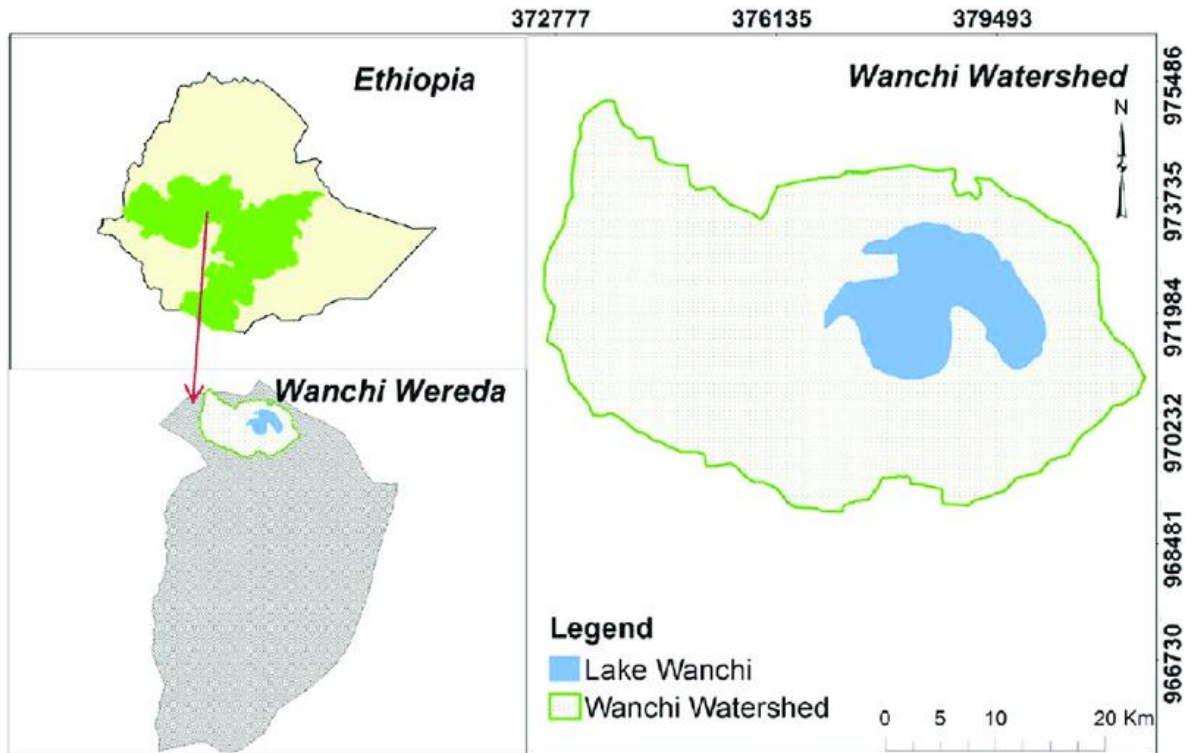


Figure 3-1: Map of the Study Area

Source: Map of the Study Area (uploaded by Abebe Tufa Angessa)

### 3.2. Research Design

The study design is a platform that guides a researcher in the process of collecting, analyzing and interpreting data. Study design sets the structure and strategy of examination to answer the research objectives accurately. The study design selected for this study is cross sectional study design. For the reasons that cross sectional study design helps to collect data at one point in time and enables to conduct a research with limited budget and man power (Creswell and Clark 2011). The research intended to explore factors influencing ecotourism development. The effects CBE has brought on rural environments and socio-economy were also analyzed. Descriptive and inferential statistics were utilized since they are required to describe environmental aspects of ecotourism development and analyze the community ecotourism effects on rural socio-economic life.

### **3.3. Research Approach**

A mixed research approach was used in this study. The needed data for the study was collected by using quantitative and qualitative approach at same time concurrently. Mixed research approach was employed to triangulate methods appropriate for the research understudy. Hence, methodological triangulation has been used to be confident with data accuracy, precisions and validity. A mixed approach used to address effects of community ecotourism on rural way of life. It enables the researcher to explore factors influencing community ecotourism development and examine socio economic effects of community ecotourism after intervention. Creswell and Clark (2007) have also confirmed that using mixed approach increases the understanding of the research question. Hence, to know more about the topic understudy, mixed approach is essential since it allows the researcher to generate data from qualitative and quantitative questions. The researcher has a skill and/ or experience of conducting a research by employing mixed approach. Thus, the researcher opted for mixed research approach.

### **3.4. Study Population**

Target population of the study was people who live in Wanchi District, around the Lake in Ganda Haroo. There are 400 households in ecotourism site (Wanchi Tourism and Culture 2020). Thus, the researcher used the 400 households as the study population. As a result, the study generalized the overall effects of community ecotourism development based on the sample drawn from the aforementioned study population.

### **3.5. Sampling Technique and Sample Size**

#### **3.5.1. Sampling Technique**

The research employed both probability and non-probability sampling techniques. Both techniques have procedures to select sample participants. While the first is carried out the strategy of randomization, the second is based on researcher's decision and in align with the topic understudy. The probability sampling technique employed simple random sampling whereas the non-probability used for purposive sampling techniques specifically.



### 3.5.2. Sample Size Determination

In order to decide the research sample size, there should be a sample frame; fortunately sample frame of ecotourism society around Wanchi Lake were identified and registered. Then a total sample frame of the Wanchi ecotourism society is 400 rural local households. 200 households were selected as a sample unit for the household survey method. The sample size is selected as per Yemane (1967) Formula: that is  $n = \frac{N}{1 + N(e)^2}$ ; while 'n' is sample size, 'N' is total population and  $e^2$  is sampling error. Accordingly, sample size for survey selected grounded on the procedure of randomization on households' heads.

Lottery methods conducted to draw sample size from sample population. In addition to the sample size determined above by using Yemane formula for quantitative, participants of the qualitative data collection methods were selected based on their experiences, knowledge and degree of participation in ecotourism development. The informants selected from the study area, stakeholders and experts of Tourism and Culture and Agriculture and Natural Resource Offices and they were the sources of primary data in the qualitative part of data enquiry.

Three FGDs were conducted with eight (8) members each. While one FGD was conducted with women, the second FGD with religious leaders and local elders, and the third one was conducted with youth. The members were deliberately selected to deliver information equally from zones of the sub-district.

Participants for the in-depth interview were selected purposefully. Three religious leaders and three local elders have been participants of in-depth interview. They are the local knowledgeable individuals who are actively participating in ecotourism development. They were purposively selected since they can provide sufficient and valid data about the community based ecotourism development of Wanchi Crater Lake.

For the key informant interview, the study selected six experts working from Culture and Tourism Office and Agriculture and Natural Resource Office. The researcher selected those experts with the belief that they are familiar with social, cultural and economic aspects of ecotourism community at Wanchi Crater Lake. Furthermore, they are believed to have provided their professional expertise on factors influencing CBE and its effects on income, environment conservation and social assets.

### **3.6. Data Sources**

Both primary and secondary data sources were used in this study. The primary data was collected from the study participants through survey, focus group discussion, interviews and observations. The secondary data was collected from different published and unpublished sources: journals, articles, magazines and reports. The data collected from both sources tell us about community ecotourism development and its effects on the community's livelihoods and the rural environment. Both sources enabled the researcher to collect enough data in addressing the research questions. For the secondary sources, the researcher identified sources according to their connectivity to each objective of the research. The identified sources have been read, and few of the identified literatures were not incorporated because of their rare essential elements to the factors influencing ecotourism development and effects on rural way life. The selected literatures analyzed and organized according to their importance to the sub-topic of the research.

### **3.7. Methods of Data Collection and Tools**

Data collection methods were identified for both quantitative and qualitative data needed to address the research objectives. Methodological triangulation was conceivably appropriate for the research to know the socio-economic and environmental effects of ecotourism development as per Babbie (1990: 27) warranted that, "...the examination of a given social phenomena is often best accomplished through the use of ... different methods. Social researchers, who limit themselves to a single method...severely, limit their ultimate ability to understand the world around them." Hence, the research obliged to employ methodological triangulation within and between methods to explore, describe and analyze the reality exist in the community.

#### **3.7.1. Household Survey**

The household survey was one of the methods used to collect raw data from a sample size. It helps to collect raw data from the total 200 heads of households. The households' heads were identified by using simple random sampling methods. The survey was conducted with household heads because it is believed that they can provide information regarding social, economic and environmental effects of ecotourism since it has begun.

Including the researcher, three individuals have been recruited to collect data. The household selection as the study respondent has been carried out randomly from the study population. The

data collection system was arranged by discussing with Ganda leaders with available and proper time allocated in accordance with the research schedule. Questionnaire was used as an instrument of data collection for the household survey.

### **3.7.2. Focus Group Discussion**

Focus group discussion, as a method of data collection was used to collect the needed data qualitatively. The discussion was held on the selected topic under study i.e. all issues understudy cannot be fully covered by FGD. The researcher had only a role of facilitating discussion by focusing on the issue present in the discussion. The discussants discussed with each other turn by turn. Hot dialogues carried out to produce valid information.

According to Turner (2006) the moderator has to be ready to capture the information delivered in the group discussion and he/she has to know the community position and perspectives on the topic of discussion.... i.e. factors influencing ecotourism development and its effects on social and environments. Herewith the researcher intensively interacted with group members to encourage their active participation. The moderator restrained himself from influencing the discussion to the direction he wanted to listen and only FGD members provided information genuinely. In order to avoid influential persons' intentions to direct the discussion towards their interest; the moderator has followed the discussion carefully.

The moderator followed and facilitated the discussion carefully; however, this was not sufficient by itself. Therefore, writing all core points, recording sounds of participants based on their consent was a mandate that has been carried by moderator for later analyzing the content recorded. At the end, the FGD participants were listened the recorded sound and added what they thought as missing information. The moderator prepared FGD guide that used as data collection instrument.

### **3.7.3. In-depth Interview**

In-depth interviews require the intensive personal interaction of the researcher with informants participated in ecotourism development in Wanchi District, around Wanchi Lake. Crano and Brewer (2002: 223) shared that, "...interview occurs when the nature of the research issue demands a personal, interactive, method of data collection. This method helps in collecting detailed information about ecotourism development and effects of ecotourism on livelihoods

strategies of Wanchi Crater Lake Community. The researcher prepared and implemented interview guide as data collection instruments for the in-depth interview.

#### **3.7.4. Key Informant Interview**

According to Bernard (2006), key informants are groups of individuals with whom the researcher interacts and communicates broadly over a long duration of time. For the purpose of this study, the key informants from Culture and Tourism and Agriculture and Natural Resource Office have been selected to gather information concerning ecotourism development and the state intervention strategy to make effective ecotourism development at Wanchi Crater Lake Community.

#### **3.7.5. Field Observation**

By its very nature observation requires intensive watching and observing situations in the field. The local people's lifestyle, dressing, their interaction with nature, their experience with ups and downs of hilly mountains climbing, adaptations of cold climate, environmental conservation and means of livelihoods strategies are conditions taken into account during observation. On the other hand, all infrastructures available like road, electricity, telecom service and potable water have observed in this data collection method. The ecotourism community's way of life has been intensively visited and this method allowed the researcher to get complementing data in addition to data collected via different methods of data collection. The researcher prepared an observation checklist as a tool of data collection during field observation.

#### **3.7.6. Document Analysis**

A report document of Wanchi Tourism and Culture Office was reviewed to analyze the tourist arrivals and the income generated per month at community level. Changes and benefits of community as well as progress in environmental and cultural protection are the core points studied from the organized document of the office.

### **3.8. Method of Data Analysis and Unit of Analysis**

The data collected was subsequently summarized and analyzed using statistical packages of social science /SPSS/ 24 versions. Both quantitative and qualitative data were analyzed concurrently. In quantitative part, the descriptive and inferential statistics were implemented to

describe about environmental and socioeconomic effects of community based ecotourism. The descriptive parts were presented in table and pie charts. Frequencies, mean and standard deviation were employed to describe the effects of CBE on rural environments, income of community and households and job opportunity. In the inferential parts, correlation and linear regressions have been employed. It was to analyze income from CBE and examined the relationship between ecotourism and rural income, health, conservation of forests by using inferential statistics.

The qualitative narration employed largely to explore factors influencing community based ecotourism development and the social effects of CBED. Qualitative data were collected and interpreted manually. The local people's experience and understanding of ecotourism development and the way they interpreted its effects has been reported by using interpretative analysis. As a result, thematic analysis for the qualitative data utilized to interpret it. The unit of data collection was individual (heads of household) and experts working in the aforementioned offices in Wanchi District. Unit of analysis was households and community. The findings of the research have presented in comparison with previous researches of the area in the discussion parts.

### **3.9. Data Quality Assurance**

Data quality matters the overall activities undertaken during the research. All ethical procedures, data collection instruments and the use of triangulation methods further ensure the external and internal validity and reliability. The use of conceptual and operational definitions was consolidated the validity of the research. Here the researcher strictly prepared the questions based on the concepts to be addressed in the study and check the intent of the study to ensure validity. In another way, reliability can be further insured with different tools that were employed to collect data. The research employed questionnaire, interview and FGD guide and checklist to check the consistency and dependency of data collected by different instruments. The data collection instruments like interview guide, FGD guide, observation checklist and survey questionnaires are essential tools to triangulate data factuality collected from participant. The prepared questions and questionnaires were checked during pilot test to increase reliability. Accordingly, 20 pilot tests were undertaken at research area. The result of pilot enables the researcher to revisit the questionnaire. Accordingly, 5 questions were modified whereas 3

questions corrected with minor edits. The use of tape record and note book was also the mechanism of checking data quality assurances. The research gave strong attention on process of the research rather than the output. To manage each activity of the research process, checklist was prepared to guide the activity performed and its quality on performance.

### **3.10. Ethics of the Study**

The researcher was obedient to the profession of the social science research. The researcher fulfilled all ethical behaviors in social science research as much as possible. Hence, in this research confidentiality, using information for the purpose of research only was mandatory. The collected data is only used for the academic purpose. The researcher introduced himself properly and voluntariness of the respondents' was the issues that got attention. All data providers' identity was not publicized since they have not permitted to do so. As a result, the question of anonymity was respected to obey academic integrity. The community's language (Afan Oromo) was the only language that had been executed since they have spoken the language. As a result, Afan Oromo served as a media of communication during producing data at FGD and interview time. Questionnaire prepared in English and translated into Afan Oromo because it is the language of the community.

## CHAPTER FOUR

### 4. Research Findings and Interpretation

The chapter contained the analysis parts of the collected data from the study participants as well as the presentation of the findings of the study. The study tried to address the objectives of the research that was to examine the effects of ecotourism on rural way of life in Wanchi District at Haroo. The socio- demographic characteristics of the respondents, major factors that influence ecotourism development at Wanchi Crater Lake, the community based ecotourism effects on environments described in line with reforestation, conservation of lakes and forests and job opportunity gained from it. The socioeconomic effects, income, assets, job diversifications, agriculture, health and education, cultural and social cooperation were evaluated to show effects of community based ecotourism development on socioeconomic dimensions of rural Wanchi Ecotourism Communities in this chapter.

#### 4.1. Socio-demographic Characteristics of the Study Respondents

In this section, age, gender, religious affiliation, marital and educational status, family size, land holding size and sources of income and households' major occupations of the study respondents described in detail.

Table 1: Profile of the study respondents

		Frequency	Percent
Age category	less than 30	35	17.5
	31 up to 40	70	35.0
	41 u to 50	63	31.5
	51 up to 60	26	13.0
	more than 61	6	3.0
	Total	200	100.0
Gender	Male	176	88
	Female	24	12
	Total	200	100

Religious affiliation	Orthodox	180	90
	Protestant	9	4.5
	Waaqeffataa	11	5.5
	Total	200	100
Marital status	Unmarried	8	4
	Married	163	81.5
	Divorced	12	6
	Widowed	17	8.8
	Total	200	100
Family size	1 up to 4	82	41
	5 up to 8	113	56.5
	Above 8	5	2.5
	Total	200	100
Educational status	Unable to read and write	13	6.5
	1 up to 4	28	14
	5 up to 8	55	27.5
	9 up to 12	98	49
	Certificate	6	3
	Total	200	100
Land Size	Less than one hectare	173	86.5
	Greater than 1 up to 2 hectares	15	7.5
	Greater than 2 hectares	6	3.0
	Landless	6	3.0
	Total	200	100
Major occupations	Crop production	152	76
	Animal husbandry	141	70.5
	Horse renting	91	45.5
	Boating service	69	34.5
	Small businesses	61	30.5



Others	88	44
Total	450	301

Source: Household survey 2021

The above table shows that the age of the majority, 70(35%) ranges between 31-40 age categories. 63(31.5%) and 35(17.5%) of respondents fall under 41-50 and less than 30 age categories respectively. Whereas the rest 26(13%) and 6(3%) of respondents were 51-60 and above 61 age categories respectively. Majority of the study respondents, 176(88%) were male. The rest 24(12%) study respondents were female. This indicates that the household head in the study area is dominantly male. Concerning religious affiliation, 180 (90%) of the total respondents were orthodox whereas 9(4.5%) and 11(5.5%) of the respondents were protestant and Waaqeffataa respectively. As the above table shows, 163(81.5 %) of the study respondents were married. The rest percentages were unmarried 8(4%); divorced 12(6%) and widowed 17(8.5%). It also indicates that married household heads are largely participating in the ecotourism. The majority of family size of study respondents is 113(56.5%) ranges between 5-8 members. The households' family size of 82(41%) ranges between 1-4 members and the family size of 5(2.5%) study respondents were above 8 members. The average family size is between 5-8 members.

Concerning the respondents' educational status, majority of respondents 98(49%) was between grades 9-12. The educational status of 55(27.5%) and 28(14%) study respondents ranges between 5-8 and 1-4 grades respectively. Those unable to read and write were 13 (6.5%) whereas only 6 (3 %) respondents were certificate holders. It shows that school dropout is high when compared to the study respondents. The land is scarcely distributed for dwellers of Wanchi Ecotourism Community. 173(86.5%) of respondents have less than one hectare. Respondents' holding 1-2 hectares at household level was 15(7.5%). Respondents holding more than two hectare were 6(3%) whereas the rest 6 (3%) were cultivable landless. It reflects that respondents' owned insufficient cultivable land at household.

As the above table states that the respondents engaged in different major occupations. They gained income from different major occupations. As the figure in the table shows crop production 152(76%), animal husbandry 141(70.5%), horse renting 91(45.5%), boating service

69(34.5%), and small businesses 61(30.5%) and others 88(44%) are their major sources of income of the study respondents. The percentage of the study respondents show that they are engaged in different occupations.

## **4.2. Factors Influencing Community-Based Ecotourism Development**

### **4.2.1. Infrastructures**

Infrastructures open the path to development of community based ecotourism. It had been better if all-weather roads, quality service in hotels/lodges and hospitals and clinics were available at the ecotourism destination and in the surroundings. Rural electrification and telecom network accessibility have a positive impact on ecotourism development; however, they are presented in low quality and/or totally absent in the Wanchi Lake Ecotourism. The aforementioned infrastructures are the important elements conferred by participants and key informants for the effectiveness of community-based ecotourism development at Wanchi Crater Lake.

**Road:** One of the experts of Tourism and Culture Office of Wanchi District mentioned the importance of road as “Road is equivalent with blood vessels of human beings for the functioning of community based ecotourism.” His argument is just to indicate that road brings tourists and the host community together. Transportation to the tourist destination can only be facilitated throughout the year if all weather roads interconnected to all areas of the surrounding lake. Additionally, other expert from the same office confirmed the importance of roads at ecotourism development as follows:

*Tourists collect the background information about the destination before they came to visit Wanchi Crater Lake. The first question of tourist is the availability of road that they can go to the area. They highly value roads accessibility. Hence, road is one of the required infrastructures at ecotourism destination. A Road access has the ability to empower the local community and it is a means to attract other infrastructures at a tourist destination.*

One of the 65 years old interviewees whose occupation is renting horse and religious leader also informed that “road can increase the coming of guests and enjoyment of tourists through enabling visits of the natural site.” He meant that availability of roads have an indispensable role at tourist attraction site. It ensures the consistency of ecotourism development that can be suitable for both host community and tourists to enjoy natural environments. How often the

quality of the road is under question, any type of transportation service requires the availability of road. Hence, it is possible to say the road has an inconceivable role to initiate ecotourism development and as the time to build other infrastructures. A young tourist guide Youth FGD participant indicated his ideas that “inaccessibility of roads to all groups of community reduces income of the households by reducing the number of tourists’ visits.” He asserted that lack of road that connected all groups of community is challenging the chances to be visited by tourists. He meant that lack of road limited the chance to get income opportunity. It is also obvious that tourists opted to go where road access is available in the ecotourism. Lack of road in the all groups of community negatively affected the development of ecotourism.

**Hotel and Lodge:** The duration of tourist stay at the ecotourism site is decided by the presence of service delivered at the tour site. The presence of guest houses, restaurants and recreational areas helps the tourists to decide to stay at ecotourism or not. The unavailability of the aforementioned infrastructures restrains tourist staying at the ecotourism site. The youth focus group discussants discussed about the importance of hotels and lodges. Data extracted from the focus group discussions is described as follow:

*Short time spent by tourist at Wanchi Lake is due to lack of hotels, lodges and restrooms. Sometimes they brought tentative shelter and stay a night. Usually, in the daytime, they enjoy here by bagging their lunch. But at night time, they move to the nearby towns either Ambo or Waliso to have dinner and bed-room. Although, they want to enjoy at ecotourism destination, the absence of hotels and pensions hinder them from staying at the ecotourism site. The availability of resting rooms and restaurants helps the tourists to stay at the ecotourism site and this in turn, can inevitably create job opportunities for the youth in the area.*

The above paragraph convinced that hotels and restaurants have a starring role in the tourist stay. Their quick returns to home stem from a lack of hotels and guesthouses. Though they wanted to enjoy at ecotourism destination, unfortunately, they were forced to back to home or the area where the services are available. Additionally, one of the 61 years old and member of horse renting association noted that sometimes tourists brought a tentative shelter to enjoy overnight because of the absence of hotels and guest houses. In fact tourists stay at destination determined by the existence of infrastructures. Hotels, lodges and guest houses are one of the infrastructures those affected Wanchi community-based ecotourism development.

**Electrification:** Electrification in Wanchi Ecotourism Community can render services to facilitate ecotourism development. Community and tourists could get electric power if the distribution available at the destination. Electric accessibility at all households and on the street can increase households' benefits and beauty of the areas. Information extracted from women and youth focus group discussants addressed that electric power to all people can improve their quality of life. All women discussants elaborated that searching for charcoal and fire woods killing their time as well as it is against to their health. Youth focus group discussants also affirmed that rural electrification directly related to environmental conservation. The availability of electric power at ecotourism destinations can reduce the chance of exploiting environment. It also expands the opportunity of creating jobs for many job seekers of the community.

However, the study participants have strongly voiced the influential power of electrification; only 50 households were benefited from ecotourism destinations as a report document of Tourism and Culture Office among the households of the ecotourism community. Addressing electrification encourages the comprehensive development of community based ecotourism and it has the potential to attract other services. A 52 years old interviewee, who is served from boating rent says, "Electric power limited my household's members chance to enter in different income generating opportunity. Environment can also be well preserved if all household get electric service and my family's livelihood option can be better than my today's life." His idea is clearly shown that addressing electric power to all households can influence the expansion of job opportunity. The expansion of electric power can reduce the use of forests for fuel consumption at household and community level.

**Network Accessibility:** Telecom infrastructure is one of the infrastructures required at ecotourism. Ecotourism invites many people to visit the area from different parts of the world. Soon after coming to the tourism site, tourists need to inform their family and colleagues about the place they are visiting. Additionally, tourists want to stay at the tourism site if and only if telecom service is available to effectively run their homeland businesses. Hence, the telecom network is one of the influential factors to ensure the sustainable development of ecotourism. Officer of Tourism and Cultural Office of Wanchi District illustrated that telecom service can make conducive environment for community and tourists. His argument is described here as follow:

*Telecom and ICT services are interdependent components of ecotourism infrastructure. Where telecom network is unavailable, it is impossible to think about ICT services. The accessibility of these infrastructures has an important role to elongate the tourist stay. When tourists stay for many days, their consumption of local products can also increase. Local community members enjoy more market opportunities. Tourists can get the chance to freely recreate without totally away from their usual business because they can easily communicate with their colleagues and family.*

Network availability allows tourists to undertake their regular life with their relatives and colleagues. The accessibility of telecom infrastructure empowers the local community to expand their sources of income. As a result, the availability of telecom networks possesses crucial elements for ecotourism development.

To sum up, the importance of infrastructures at ecotourism destinations, the study participants elaborated about the existence of many challenges from their past twenty- years experiences. One of the interviewee, who is 61 years old and a member of horse rent association, stated his experiences as follows:

*In my lifetime, I have experienced from tourists exposure that they wanted to stay here. The absence of network limited their stay at the ecotourism site. Network at ecotourism site is one the required infrastructures that limited the potential benefit of ecotourism services. However, community-based ecotourism started around 19 years ago, still in ecotourism low infrastructural development is observable. Network is also one of the infrastructures that has crucial role to attract tourists at the destinations. But we are hopeful to enjoy from the newly launched projects at the national level if it is properly implemented.*

Discussants of youth and women focus group discussion generates similar information about the equal importance of all infrastructures at Wanchi Community Ecotourism and the researcher observation recognized the low quality and inaccessibility of infrastructures however it is suggested to support the rural way of life in all aspects.

#### **4.2.2. Community Participation**

Participation is one of the components of development program. When it comes at community level, it requires free and volunteer involvement of all the community members. Every member has the democratic right to take part in ecotourism development. Community's participation should have to confirm their common benefits and members income improvement. A study

participant who is 55 years old, grade 12 complete, crop producer and boating service render said at in-depth interview time:

*The number of participants in Wanchi Ecotourism Community did not reflect the actual and real participation of the community. Although the number of people involved in community associations is showing improvement from time to time, the big question is their participation level and interests are the challenging parts of ecotourism. Since they have lost another means of livelihood especially after the COVID-19 pandemic outbreak. They are forced to participate in any available activities regardless of calculating their benefits just for survival. But I want to tell you that the participation of all people as per their interests and capacity is an influencing factor to ensure the sustainable natural and social assets of the ecotourism.*

The above narration indicated that participation extracts the potential opportunity of ecotourism in the economy and environment conservation. Let alone ecotourism which is a must to invite and embrace all community members in the surrounding, any development intervention required the participation of the community unless the expected result might be adverse.

#### **4.2.3. Education**

Formal and informal educations play a great role in the proper consumption of the social and environmental resources. Education empowers and makes individuals and community competent participants in the socio-economic development. A focus group discussion with Elder and religious leaders confirmed the importance of education to conserve the environment and to ensure the community's reward from ecotourism. Additionally, the youth discussants also believed in the influencing factor educational status have in sustaining ecotourism development. The following paragraph is taken from youth FGD:

*As a young we believe that education has a significant role in community ecotourism. The more we know about our environments and tourists' interest, the more we can enjoy from ecotourism. To know about tourists' interests and environmental protection, education and training is important. Based on the significance of ecotourism to the community, education and training have expected from the state to equip the community. In order to join in business opportunity, we have to have enough knowledge concerned community ecotourism. But in Wanchi Ecotourism training is rarely available.*

The participants know that education can increase their benefits; they want to get training on ecotourism development. Usually, international tourists and diplomats came to the destination. Unless they equipped with the necessary qualification the tourists stay with host community may be boring rather than interesting. They informed the researcher that they requested the concerned

government bodies to facilitate training on how to treat guests and care for the natural environment. However, training was not given to the community on the ecotourism development. Additionally, the expert from Tourism and Culture said that “like any field of development [agriculture], training is important for the Wanchi ecotourism community on tourism. But training is not given as its importance.” The concerned government agent is also witnessed that they are not carried out their responsibility to train the community due to budget deficit of the office.

As the elders and religious leader and youth FGD discussants convinced, the researcher understood from their thoughts; educational status open the chance to enjoy positive reward. Since education can solve the misunderstanding that might have happened between tourists and the host community. Additionally, individuals’ educational achievements can broaden the ability to create many job opportunities and empower them to engage in different service activities. To sum up, the education level of the community and the individual can influence the development of community-based ecotourism.

#### **4.2.4. Advertisement**

Ecotourism retains many material and non-material products that can present for the tour. For instance, in Lake Wanchi like topography, lake, hot springs, mineral water, old church, islands and traditional ceremonies are natural and manmade products. These cannot get visiting, unless tourists have some information before they come to the Wanchi Ecotourism. Advertisement has influential power to pull tourists from any corner of the world. An elder who is 55 years old and boating service association member interviewee described his idea as follows on the importance of advertisement:

*At one moment, advertisement increased the number of visitors. After the beginning of Wanchi-Dandi Ecotourism ideas, many national mainstream media and social media talked about the initiation to develop the destination. Consequently, many diplomats, foreigners and domestic tourists came to Wanchi Ecotourism. If media talk about the Wanchi Ecotourism, the rate of tourist arrivals can increase from time to time. Subsequently, our revenues from ecotourism will also increase. Media are believed a powerful instrument for initiating community based ecotourism. It creates many opportunities for the community to welcome guests from everywhere.*

The above statement confirms the influence of media. The efforts carried out by stakeholders to make aware of the destination require the work of media. The time when media reported repeatedly; many tourists were visited the destination.

#### **4.2.5. Strong and Responsible Administration**

Ecotourism society has its own interests and ambitions regarding ecotourism administration. There are hierarchical administration levels from National Tourism and Culture Minister Office up to the local Community Association Office. Elders and youth focus group discussants gave their thought on the importance of fair and free administration at ecotourism. They also argued that the tourism and cultural institutions have to ensure the implementation of responsible administration. If there is no auditing system and discussion on issues that matter agreement, it will bear adverse effects in the long term. The following paragraph is stated from the elders FGD:

*In the Wanchi ecotourism, we did not see fair and participatory decision making system from leaders of the associations. Their term of administration is unknown. We never discussed on the collected money. They told us only as they pay land tax for all households yearly. Difference in generating resources is dominantly observed between the ordinary members and the leaders. All members have never equally treated in the associations. The benefits are available in the network of relatives. Being member of associations in the community requires money and relatives.*

Leaders of the ecotourism administration should be elected by community. Once they elected; they have to serve community in their term of administration responsibly. If the ecotourism administration system shows unequal treatment among the individuals and groups, its expected outcome adversely affects the community benefits. Management members and associations leaders have to be accountable for community members and encourage community members' participation in any decision. The biasness and double standard in the administration has the power to influence community ecotourism negatively. Because of ineffective and undemocratic administration negatively affect the development of ecotourism.

#### **4.2.6. Peace and Health Condition**

FGD conducted with all groups insisted that ecotourism goes parallel with peace and health conditions. In addition, the youth FGD asserted that "Where both are absent, it is difficult to support one's own livelihood activities." Tourist flows enquire peace and health condition of the



world. Where ever tourists set off and destined must be free from violence and transmitted diseases. Tourism by its essence needs suitable environments. The fluctuation of peace condition in the country disturbed flows of tourists to Wanchi Community Ecotourism. Health conditions of the host community and tourists homeland are the necessary conditions to attract guests to ecotourism. For instance, the outbreak of covid-19 limited peoples travel to the destination. Additionally, one of the 52 years old interviewees confirmed that when there is political turmoil and unrest and transmitted diseases in the country; tourists flow has decreased at Wanchi Ecotourism. Nowadays, the destination is receiving low number tourists due to COVID-19 global pandemic.

#### **4.2.7. Environmental Protection and Incorporation of Social Values**

The study participants equated ecotourism with environmental conservation. They believe that when the environmental conservation increase, the attraction of the ecotourism destination also increases. In most parts of ecotourism, the researcher observed good experience of conserving natural forests. The religious leader who is 68 years old described about his experience at in-depth interview time on the environmental conservation as follows:

*Before the introduction of ecotourism, our livelihood strategies were mostly dependent on forest-related products. We had destroyed many parts of natural forests because we had not enough cultivable land. I believe that preserving the environment has the capacity to facilitate our local developments. People refrain themselves from cultivating the mountains parts of the area instead depend on the income generated from tourism to buy households' consumptions. Hence, environmental protection in community based ecotourism has influencing power for its development.*

Environmental protection is one of the core objectives of the ecotourism that further influence its development. Unless community members give due attention to conservation of natural environment, it is unthinkable to enjoy benefit from ecotourism.

Concerning social values, in-depth interview informants mentioned that the information that preservation of our local traditions, values and belief has the power to support the consistency of the community -based ecotourism development. A 65 years old and religious leader informant argued that “had it been incorporated our cultural values, I am quite sure job opportunity could have been created from our arts and beliefs that could enhance the attraction of environment.” Here it is possible to easily interpret that the elder’s intention were the embracement of local

values and traditions into the ecotourism. Since the local values and traditions have the right of the community to preserve the social and community identity. They strongly cherished social values incorporation for successful and sustainable ecotourism. It is unthinkable to say without the incorporation of social values, there is a comprehensive ecotourism development. Hence, environmental concerns and social values are one of the influencing factors for ecotourism development.

### **4.3. Wanchi Ecotourism Community and Rural Environments**

Wanchi Crater Lake is one of the natural lakes found at Southwest Shewa Zone in Oromiya Regional State. A 65 years old and boat association member interviewee informed the researcher that Wanchi Crater Lake was opened for tour services during emperor Menelik II. However, it was not operated under community at that moment. Before the Community Based Ecotourism had begun to operate, only a few of informed community members gave tour services at the site. They had dominated all services, fee collections for themselves. This issue was also reflected in the focus group discussions held with male elders and religious leaders and women. They also confirmed guest receptions and service fee collections were undertaken not in organized ways. Since 2002 GTZ has started to organize associations in cooperation, 21 members of the community started to render services in organized ways.

The researcher observed the natural attraction site endowed with plenty of scenes which are opened for tour in Wanchi Community Ecotourism. These are lake, mineral water, hot springs, islands, peninsula, Historic Cherkos Orthodox Church, indigenous trees, mountains covered by shrubs and forests. Consequently, their situations of preservation and potentials for their attracting tourists are in certainly visited by the researcher. And informants of in-depth interviews and all FGDs were also agreed up on the increasing effects of ecotourism attraction.

#### **4.3.1. Ecotourism Effects on Rural Environments**

As the below Table 2 shows, 149(74.5%) of the study respondents confirmed that natural environment was conserved whilst the rest 22 (11%) and 29(14.5%) show decreased conservation and no changes in environment respectively. The indicators of conservation are mountains reservation and planting many seedlings that people are also testified the increase of forest coverage. The document reports of the Tourism and Culture Office and experts from the

Agriculture and Natural Resource Office confirmed the increasing trends of environmental conservation since community based ecotourism has begun. On the opposite, deforestation and cultivation of the reserved areas have observed in some parts of the surrounding mountains. It might aggravate deforestation on the existing environment.

Majority of the respondents 149(74.5%) responded that there is conservation of environment. As the percentage of conservation shows positive effects on natural environment, at the same time it also produces job opportunities for the rural community from the tour services. Data obtained from the reviewed document indicates that around 360 members of the community are getting income from ecotourism that is byproducts of environmental conservation.

One of the research in-depth interviewees, who experienced from his 75 years living in the Wanchi Crater Lake Community, admired the rehabilitation of forests and environments as follows:

*Dear son; stay longer to get a lesson from your lifetime. I have experienced many effects on our environs. This place is where our forefathers lived. I had seen dense forests and many wild animals when I was young enough. Through time, the forest had been destructed by our children for the sake of livelihood. Thanks to our creator, who brought ecotourism to the land and made it possible for the environment to regenerate. Our successors can see much if it [ecotourism] continues to involve all of the community members.*

Table 2: Wanchi Community Based Ecotourism Effects on Physical Environment

Variable	Frequency	Percent	
Community based ecotourism	Increased conservation	149	74.5
	Decreased conservation	22	11.0
	No changes	29	14.5
	Total	200	100.0

Source: Household survey 2021

**Effects on the Lake:** On the positive effect, the report of Wanchi Culture and Tourism Office shows that the water level in the lake has increased around 3 meters in 19 years. Elders focus group discussants also confirmed that the level of water in the lake has increased since they community stopped cultivating the mountains areas around the lake. Additionally, ecotourism project has created the chance of recreation at leisure time on the lake by tourists and community. Pollution has been decreased and environmental hygiene has improved in the community that has improved rural way of life.

On the other side, the negative effects that the introduction of ecotourism brought were predominantly seen in the increasing number of illegal land sellers and grabbers. During the all focus group discussion time, discussants have mentioned how the interest of people in holding land resources on the edge of the lake has increased competition. The competition over holding scarce resources has brought illegal selling of common land around the Lake. Price escalation of land is also another consequence of competition over resources.

However, in recent times, government has started to take measures against this illegal action. Following the introduction of the newly launched projects over Wanchi-Dandi Lake illegally constructed houses have been demolished at tourist site. And the expropriated lands deposited in to land bank. They also claimed the disappearances of fish due to unknown reasons in recent times which are worrying their livelihood options. They could not be able inform the researcher the reasons why disappearances of fish has happened and this need further scientific investigation.

**Ecotourism Effects on Forests:** The following table shows the effects ecotourism have on forest conservation. The respondents described the influence of ecotourism on forests. In line with the information from experts of the Agriculture and Natural Resource Office, around 107 hectares are protected in the south direction of ecotourism. In this area many indigenous trees like heexoo (*Hagenia abyssinica*), birbisa (*Podo curpes*) and ejersa (*Olea Africana*) are found. They were well conserved however people were not directly benefited from it.

Table 3: Ecotourism Effects on Forest

Do you think that intervention of ecotourism has effects on forest conservation		
Response	Frequency	Percent
Yes	177	88.5
No	23	11.5
Total	200	100.0

Source: Household survey 2021

As the above Table 3 shows that 177(88.5%) of the study respondents confirmed that ecotourism has effects on the forests. Consequently, the rest percentage said there is no effect on forests. However, majority of respondents responded that ecotourism contributed to forestation and reforestation. There was also 23(11.5%) respondents denied forest conservation of Wanchi

Community Ecotourism. At the time data collection, the researcher observed that dense forests that conserved by community.



Source: Researcher's own photograph

Figure 4-1: Forested land photograph in Wanchi Crater Lake

**Ecotourism Effects on Rural Settlements:** In line with Women and Youth FGD produced information and report document results; CBED has enormous effects on rural community's settlements. The proximity of the neighborhood lacks the character of rural housing style. It looked an urban settlement however it lacked some features that characterized urban as the researcher field observation. The population is densely populated especially on the main road that enters the lake. Elders and religious leaders focus group discussants argued that houses are constructed on main road due to transport service can easily available. The other one is many small businesses like selling of beverages and shops are also effective on the main road.



Source: Researcher's own photograph

Figure 4-2: Wanchi Ecotourism Community Settlement

Ecotourism increased the population density per cultivable land size. 86.5% of the total population lives on 0.5 hectare of cultivable land. Cultivable land is very scarce because of the population and topography of the destination. Due to adaptation to the climate and ease way of getting income in ecotourism, when compared with agricultural activities; community members are rarely deployed to live in other areas. However, ecotourism is a major factor to increase population density.

The following table shows people live on small plot of land in a very tight way. For instance, as 52 years old boat member interviewee said, in this year around 25 houses are constructed on the main road enters the ecotourism site. And many of Haroo Town's residents are constructing houses back to the ecotourism. In the recent years as he informed the researcher more than 30 household heads are moved to new houses.

Table 4: Land Size

Land size(in hectare)	Frequency	Percent
less one hectare	173 (households)	86.5
1-2 hectare	15 (households)	7.5
more than two hectare	6 (households)	3.0
Cultivable landless	6 (households)	3.0
Total	200	100.0

Source: Household survey 2021

At current level, 173 (86.5) households out of 200 samples are holding less than one hectare. 15(7.5%) and 6(3) % holds one hectare up to 2 hectare and more than two hectare respectively. The rest 6(3 %) is the households living without cultivable land. Discussants of the three focus group discussion confirmed that most of the community members' life is based on ecotourism services. As they stated, "Land is very scarce in our living area. Our fathers and children livelihood option depends on ecotourism." They argued that majority of community members possess 0.5 hectare per household.

### 4.3.2. Ecotourism Community Participation Effects on the Forested Mountains

Information analyzed from the quantitative data shows the existence of correlation between community households involvement in protecting forested mountains of ecotourism and the benefits individual has gotten from ecotourism. As the below table 5 shows, there is a strong correlation between number of households who are participating in ecotourism association and benefits members can get from it. The Pearson correlation coefficient shows 0.789. The correlation coefficient at 0.05 (95%) confidence levels shows the existence of strong correlation between variables. All focus group discussants recognized the non-participant households of ecotourism are engaged in cultivating the reserved mountains and deforesting forests on the mountains on their side. Participating in job opportunity of ecotourism highly encouraged the protection of the mountainous forested land. Those neglected or not invited to participate in ecotourism engaged in adverse activities of ecotourism. One of the Agriculture and Natural Resource Office experts explained as follows:

*Environments and ecotourism were seen all the same. I think community participation can secure the positive effects expected from ecotourism for the community and forests. Unless people are encouraged or unable to get some incentives from their activities; it is hard to say forests and as whole environments are sustainably conserved. I am observing that those who have participated in ecotourism are now involved in the destruction of the environment. In order to achieve the desired goal set from ecotourism on environment; free and fair participation, as well as all community members' benefit should have to be respected at large.*

The key informant interviews conducted with experts from two offices showed the importance of all community members' participation in all activities of their respective offices. However, they were deeply concerned with the popular participation of all members in ecotourism. The non-incorporation of a segment of the community's section has shown adverse effects on the environments. And they confirmed as they are watching such conditions in Wanchi ecotourism community. Those were lacked the opportunity to participate in ecotourism job opportunity have no option to carried out their livelihoods strategy. Apparently, they are cultivating and deforesting for the purpose of expanding agricultural land; meantime the fate of the ecotourism can fall unexpectedly.

Table 5: Households participate in ecotourism association and benefits from ecotourism

<b>Correlations</b>		CBE participation protects benefits from forested mountains	protects benefits from ecotourism
CBE participation protects forested mountains	Pearson Correlation	1	.789**
	Sig. (2-tailed)		.000
	N	200	200
benefits from ecotourism	Pearson Correlation	.789**	1
	Sig. (2-tailed)	.000	
	N	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Household survey 2021

### 4.3.3. Community Based Ecotourism Effects on Rural Job Opportunity

As mentioned earlier, many services those are generating livelihood strategies for community members are the reward of environments. Perhaps all incomes generated from services are the outcome of the natural endowments. However, to the specific community members did not get sufficient reward from direct forest protection. Only few of elders 30(15%) and youth 28(14%) are getting benefit. The rest 142(71%) of respondents denied direct benefit from forest conservation. Additionally, Women discussants on FGD are strongly condemned their inability to get income benefit from forests. Since the ecotourism program has done little efforts on the direct benefit of forests.



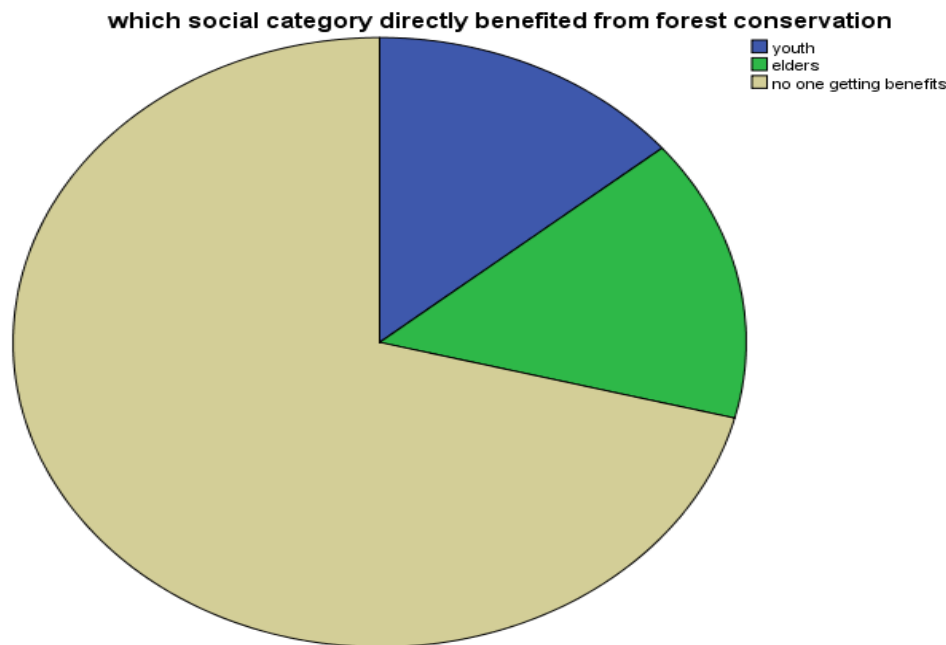


Figure 4-3: Social Category Directly Benefited From Forest Conservation

#### 4.4. Community-Based Ecotourism Effects on Socioeconomic Dimension of Rural Communities

##### 4.4.1. CBE Effects on Rural Households Income

Table 6: Ecotourism Effects on Household Income

Does Community based ecotourism development increasing effects on your income		
Response	Frequency	Percent
Yes	160	80.0
No	40	20.0
Total	200	100.0

Source: Household survey 2021

As of the above Table 6, a greater number of the respondents are agreed with the increasing effects of ecotourism intervention on their income. Hence, 160(80 %) of respondents are responded as it has increasing effects whereas 40(20%) of them disagreed with it. Additionally,

the following Figures in table 7 have shown the minimum and maximum income which ranges from .00 to 5000 Birr per month that probably households in ecotourism can get. The table is also expressed households do not acquire any income from ecotourism. The average income each household gained from ecotourism was 1220.80 Birr per month. The standard deviation of the household income was 1013.799 in Birr that shows the probability to deviate from the mean income per month.

Table 7: Respondents' Monthly Estimated Income

Descriptive Statistics on respondents monthly income(in Birr)					
	N	Minimum	Maximum	Mean	Std. Deviation
monthly income	200	.00	5000.00	1220.8000	1013.79994
Valid N (list wise)	200				

Source: Household survey 2021

For this research; infrastructures, number of tourist arrived and advertisement have analyzed in terms of their availability and occurrences. They can affect community ecotourism development in rural. The independent variables have entertained and their effects on dependent variables are also analyzed and described in the following session of analysis.

#### 4.4.1.1. Ecotourism Infrastructures

Table 8: Ecotourism infrastructure effects on income

Does the existing Wanchi Ecotourism infrastructures have positive effects on household income		
Response	Frequency	Percent
Yes	145	72.5
No	55	27.5
Total	200	100.0

Source: Household survey 2021

The existing infrastructure in Wanchi Ecotourism Community has effects on households' income. Here, 145(72.5%) of the respondents have believed in the positive effects that the existing infrastructures have on their income, the rest 55 (27.5%) did not believe that the existing infrastructures has positive effects on their income. Data generated from FGDs, in-depth and

key informant interviews ensured that since there were low developments of infrastructures, the effects of the infrastructures were low on their services. Indeed they knew the importance of infrastructures on their income but the underdeveloped conditions of infrastructure did not show the expected changes on their income.

#### 4.4.1.2. Number of Tourists Arrived at Wanchi Ecotourism

Table 9: Number of Tourists Arrival Effects on Income

Did number of tourist arrive have effects on income?	Frequency	Percent
Yes(increasing)	170	85.0
No(denying)	30	15.0
Total	200	100.0

Source: Household survey 2021

The majority of respondents 170 (85%) indicated that as the number of tourists coming to at Wanchi Community Based Ecotourism increases their income of the household could also increase. Only 30(15%) denied tourist arrival at Wanchi Ecotourism effects on households' income. On qualitative data collection, participants of FGDs and In-depth interviews were encoded that the coming of tourist especially abroad tourists has positive changes on their income. The service fee community association collects from abroad tourists were greater than of domestic tourists. So, as many tourists as come from abroad, the more income can be generated. The following Table 10 from report document of the Culture and Tourism Office of Wanchi District has shown number of foreign tourists and income of community.

Table 10: Number of Foreign Tourists and Generated Income

R/No	Months	Number of tourists arrived	Income generated	year
1	March	56	34700.00	2020
2	April	48	32680.00	2020
3	May	14	8300.00	2020
4	June	9	5900.00	2020
5	July	25	18900.00	2020
6	August	37	22070.00	2020
7	September	48	32680.00	2020

Source: Reports of Wanchi Tourism and Cultural Office

The statistical tools like correlation and linear regression show as there is strong correlation between number of tourist arrival and income of community. As the same time the linear regression reflected the dependence of income on number of tourist arrived at Wanchi community based ecotourism.

Table 11: SPSS output of number of foreign tourists and Generated income

<b>Correlations</b>		number of tourists from abroad visited Wanchi ecotourism	income generated from the tourists
number of tourists from abroad visited Wanchi ecotourism	Pearson Correlation	1	.989**
	Sig. (2-tailed)		.000
	N	7	7
income generated from the tourists	Pearson Correlation	.989**	1
	Sig. (2-tailed)	.000	
	N	7	7

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Reports of Wanchi Tourism and Cultural Office 2021

The SPSS output is reflecting the existence of strong correlation between numbers of tourist from abroad arrived at Wanchi Ecotourism and income generated/months. The Pearson correlation coefficient is 0.989 which is nearest to 1(one) and correlation coefficient is significant at 95% confidence level. There is strong positive correlation between aforementioned variables.

Consequently, the linear regression which helped to estimate the two variables effects on each other is

$Y = a + bx$  where Y stands to show income of the community which is dependent variable, a =stands for intercepts/constant/ b= stands for slope and x value stands for independent variable which is the number of foreign tourist arrivals.

Table 12: Linear Regression SPSS Output

<b>Coefficients</b>					
Model	Unstandardized		Standardized		
	Coefficients		Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	352.774	1634.966		.216	.838
number of tourists from abroad visited Wanchi ecotourism	644.559	43.225	.989	14.912	.000

a. Dependent Variable: income generated from foreign tourist at Wanchi Ecotourism

Source: Reports of Wanchi Tourism and Cultural Office 2021

$$So, Y = 352.774 + 644.559(X)$$

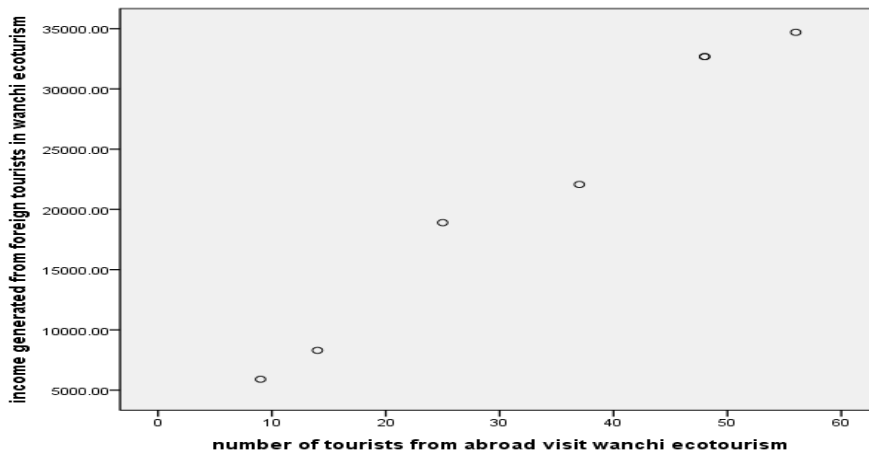


Figure 4-4: Scatter plot of income generated from foreign tourists

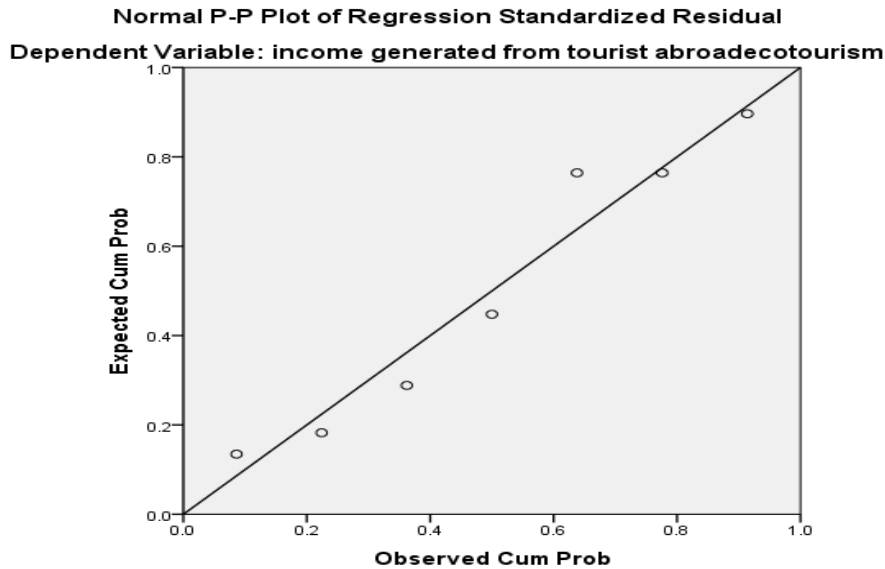


Figure 4-5: Normal P-P Plot of regression standardized residual

As the above normal diagram, there is a linear relationship between observed number of foreign tourists and expected income generated. The dots that viewed around linear line and the standardized coefficient (beta =0.989) shown the existence of almost linear relationship between the two variables. The above figure inferred that as number of foreign tourists increased, the income from ecotourism is also increased. The opposite is also true

Genuinely, the experts from the Wanchi Tourism and Culture Office confirmed that number of tourists came to the destination can increase the income of community and households. Households benefit in terms of income depends on the rate of tourist arrival. Since, they have paid on number of tourist served.

#### 4.4.1.3. Advertisement Effects On Income

Table 13: Media Advertisement Effects on Your Income

	Frequency	Percent
Yes(increasing	149	74.5
No(deny)	51	25.5
Total	200	100.0

Source: Household survey 2021

The above frequency table shows the sample responses on advertisement effects on household income. 149(74.5%) of the total respondents responded that increasing effects advertisement brought to their income opportunity. While 51(25.5%) of respondents has refused the possible effects of advertisement. As one component of ecotourism development, advertisement has the potential to increase flow of tourists to the area. Majority of respondents 149 (74.5%) confirmed the effects advertisement has brought on income since it has implication on their income. The Pearson correlation coefficient of households' increasing effect of income and media advertisement was 0.625. This has been amounted to the existence of positive correlation between income of household and advertisement.

Table 14: The Correlation of Media Advertisement and CBE Household income

		<b>Correlations</b>	
		media advertisement effects on household income	Community ecotourism development household income
media advertisement effects on household income	Pearson Correlation Sig. (2-tailed) N	1	.625**  .000 200
Community ecotourism development household income	Pearson Correlation Sig. (2-tailed) N	.625**  .000 200	1   200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As the FGD participants argued on three arranged FGDs; advertisements determined our income from ecotourism. Advertisements have the potential to increase the number of tourists that indirectly influence their level of income. For instance, the number of tourists has been increased around the launching time of Dandi-Wanchi Ecotourism projects at national level because of many Medias of the country aired about Wanchi Ecotourism.

The key informant interview from Wanchi Tourism and Culture Office attested the advertisement of many national Medias like OBN, WELTA, EBC, Addis Media and MOA (private owned media). However, the time spent and media coverage about ecotourism was low.

## 4.4.2. Household Expenditure

Table 15: Household Expenditure

Does your income from ecotourism cover your monthly expenditure		
Response	Frequency	Percent
Yes	125	62.5
No	75	37.5
Total	200	100.0

Source: Household survey 2021

The total household expenditure per month covered by income generated from ecotourism analyzed from respondents' responses. 125(62.5%) of the total respondents said their monthly household expenditure is covered by income from ecotourism. While 75(37.5%) of the total respondents said their monthly household expenditure did not cover by ecotourism income.

## 4.4.3. Community Based Ecotourism and Livelihood Assets

The Wanchi community based ecotourism effects on livelihoods assets of the households and community have analyzed in the following sub topics. The research tried to see specific activities that are the day to day businesses of the community members. Indeed, it is possible to see separately as they are important elements to rural way of life.

### 4.4.3.1. Community Based Ecotourism And Agriculture

Table 16: Ecotourism Development Effects on Agricultural Way of Life

Response	Frequency	Percent
Yes	37	18.5
No	163	81.5
Total	200	100.0

Source: Household survey 2021

Majority of the respondents 163 (81.5) reported the community based ecotourism have no effect on their agricultural based activities. While only (37)18.5% responded ecotourism has effects on rural agricultural activities. Wanchi Ecotourism did not support the market of the community's agriculture. It has no effects on their agricultural products. One of the male interviewees whose



age is 65 affirmed that agricultural products and ecotourism development at Wanchi ecotourism community as follows:

*The introduction of ecotourism did not bring any change in our way of cultivation. As to my past experience, we used to plough our small plot of land by using local materials. Our asset from agricultural activities did not show any progress. Even we cannot present our products to the tourists. We did not have experience and training on how to support our production at small scale agriculture. What we produce at the household level is not enough to cover our consumption. Our farming style is as old as the experience of our ancestors. Enset is the common food plant/crop that we produce. It is also becoming a staple food in around our area. We also cultivate potatoes on our small plot of land that we use for household consumption and local markets. We generate income from potato selling that is one of the potential incomes gaining opportunity. However, tourism flow to the area did not improve our agricultural activities.*

The way they cultivate their land has no change. However, it [ecotourism] is expected to improve tier farming style and market opportunity for the community. Like their forefathers, they cultivate and produce for consumption. Market opportunity that can follow the introduction of ecotourism remains unexploited yet.

#### **4.4.3.2. Community Based Ecotourism and Cultural values**

Table 17: Ecotourism Cultural Values Incorporation

Does ecotourism development incorporated cultural values		
Response	Frequency	Percent
Yes	70	35.0
No	130	65.0
Total	200	100.0

Source: Household survey 2021

Ecotourism is concerned with the natural and social assets of the community. Unless it is fulfilled the principles, the expected outcome would be difficult to achieve. Wanchi community ecotourism has more focused on job creation. As the above Table 16 shows 130(65%) of the study respondents responded that the ecotourism development did not incorporate cultural elements, whereas 70 (35%) of them noticed the incorporation of cultural assets. During observation, Boating and horse transportations are visited. Other cultural values like cultural dressings, food and dancing have not been watched that at the destination site. One of the experts at the Tourism and Culture Office gave his consent on cultural effects:

*I knew the Wanchi community- based ecotourism from its beginnings. At the time of its establishment, various associations were organized. The associations primarily included art bands and handcrafts. Both were organized with the intention that they can present/sale their material and non-materials products to tourists. Unfortunately the cultural group associations could not function long. I think it is because of the concerned government bodies have not given due attention to the cultural group association.*

From the mouth of the concerned office's expert, the cultural aspects were underutilized and neglected parts of ecotourism. Why the cultural values of the community are not part of the project of ecotourism need further study. A 65 years old male and a member horse association extremely condemned ecotourism about their cultural values. They informed the researcher as many elders are unhappy with the negligence of their values and traditions. However, ecotourism is generating income and widely conserved environments, they are worried of their cultural values. One of the 75 years old and horse renting member interviewees explained as follows:

*Lake Wanchi and including its surroundings was the original homeland of the three sons of Liban Mecha. These are Ameya, Waliso and Kutaye. Their ancestral families expanded to all directions. In history, I am also a witness; they had come to the surrounding area of lake twice in year for thanksgiving and praying to their respective Creator. For Spring Irreechaa and autumn Irreechaa they came to Tulluu Tolchaa and down to the Lake respectively to celebrate our traditional rituals. Our forefathers' beliefs, traditions and values were disregarded even before the coming of ecotourism. Consequently, the introduction of ecotourism has caused the disappearance of some of the elements of our cultures. Since ecotourism forced the concern of community members on money. To tell you frankly, ecotourism is only for the sake of income and job opportunity. The projects did nothing to conserve our cultural heritages. The sacred places are opened for tourists' services and investment.*

The cultural assets like Irreechaa ceremonies, values and customs of the community were not preserved. The cultural arts like; horse riding of Oromo culture and various styles of artistic dance that can manifest the local community's identity have been overshadowed in the ecotourism development project. Seemingly, the prime purpose of Wanchi community based ecotourism has been looked like income generating only. Many cultural assets preservation that can be an opportunity for income generation has been disregarded and the ecotourism is dysfunctional regarding to cultural values. The negligence of cultural values of the community has the probability of reducing the capacity of ecotourism.

#### 4.4.3.3. Community Based Ecotourism and Rural people Cooperation

Table 18: Ecotourism and Social Cooperation

Variable	Frequency	Percent
Increased social cooperation	55	27.5
no effect on social cooperation	125	62.5
decreased social cooperation	20	10.0
Total	200	100.0

Source: Household survey 2021

According to the above Table, the majority of respondents 125 (62.5%) said the intervention of ecotourism has no effect on rural community cooperation. They assisted that ecotourism did not bring changes on the rural cooperation. However, 55 (27.5) of the respondents agreed that ecotourism has increased social cooperation while the remaining 20 (10%) said it has been decreasing the culture of social cooperation. The elders FGD discussants agreed up on the existence of social cooperation but the trend of daboo /jigii has been decreasing while Afooshaa and equb are carried out as previously as done. During interview time elders convinced that the culture of cooperation in the community was still solid as previous but helping the needy persons are low at current time. In fact, social solidarity is one of the livelihood assets that rural communities relied on to make a living.

#### 4.4.3.4. Community- Based Ecotourism and Credit And Saving Culture

As evidenced from the in-depth interviews with a 65 male year old and religious leader; the culture of saving money has shown minor improvement. Saving does not only involve money, but it also includes time saving. People are loosely engaged in agricultural activities. Community members benefiting from tourism spent most of their times on waiting tourists. With regard to saving money, the local credit and saving cooperation are working to boost the culture of managing finance. But in practical spending money on fruitless efforts are visible in the community. It was not as such the existing financial flow in the community. Most of the time extravagance has observed during ceremonies. Like where else in big towns and cities, local people spent huge money to undertake his son's or daughter's wedding as well as on funeral ceremonies. Such ceremonies increased their debt. Following the coming of ecotourism, such behavior is highly knocking the door of all members.

#### 4.4.4. Community-Based Ecotourism Effects on Rural Community Health

Table19: Wanchi Community Based Ecotourism Effects on Health

Does number of tourist arrivals have positive effects on your and community health		
	Frequency	Percent
Yes	127	63.5
No	73	36.5
Total	200	100.0

Source: Household survey 2021

The above Table 19 described the health effects of Wanchi Ecotourism in Wanchi District. Based on the tabular results; around 127(63.5%) of the respondents argued the positive effects of ecotourism on households and community's health conditions. To the contrary 73(36.5%) of the total respondents did not agree with ecotourism positive effects on health. Both described their reasons on the open ended questions. The supporters of positive effects related it with personal and environmental hygiene improvement and income of ecotourism to covering their health cost. In another way, those disproved the positive effects responded it never facilitated health infrastructures in community. However, tourist arrivals and health improvement has positive relationship as the following table 20 demonstrated Pearson correlation coefficient. The Pearson correlation coefficient is 0.648 at 0.05 confidence level. This exemplified the positive correlation between the number of tourists arrived at Wanchi Ecotourism and health improvements at the community level.

On the FGD, women and elders recognized the improvement of their health conditions following the coming of ecotourism. They noted that personal and environmental hygiene made attractive the tourists site and environments. By its very nature tourism needs clean and comfortable destinations. As a result the habit of keeping the environment and one's hygiene promotes a healthy lifestyle. Consequently, the disease like diarrhea and infectious diseases have decreased. As the same time, many of the community members have started to be a member of community-based health insurance by the support of income generated from ecotourism.

Table 20: Tourist Arrival Effects on Households' and Community's Health condition

<b>Correlations</b>		number of tourist Improvements on arrival effects on household and community health	health
Model		1	.648**
number of tourist arrival effects on health	Pearson Correlation		
	Sig. (2-tailed)		.000
	N	200	200
Improvements on household and community health	Pearson Correlation	.648**	1
	Sig. (2-tailed)	.000	
	N	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Household survey 2021

#### 4.4.5. Wanchi Ecotourism and Children School Enrolment

Table 21: Wanchi ecotourism and children school enrolment

Does ecotourism encourage children's school enrolment		
	Frequency	Percent
Yes	105	52.5
No	95	47.5
Total	200	100.0

Source: Household survey 2021

Responses from sample respondents reflected the influence of ecotourism on children school enrolment. And 105(52.5%) of respondents supported the idea that ecotourism projects supported children school enrolment while 95 (47.5 %) discouraged it. The following chart supported that (73)36.5% of respondents' responses have shown low school participation in enrolment and the rest 69(34.5%) and 58(29%) have described medium and high participation in school enrolment consecutively.

The respondents' responses on school enrolment and participation in the open ended questions reflected that the existence of high school dropout and no more interest to stay in education. While others put their ideas as ecotourism supported school enrolment since it improved the way to fulfill school materials for students. Consequently, despite the support school enrolment was still medium; many students dropout at time of tourist arrival has reached its peak.

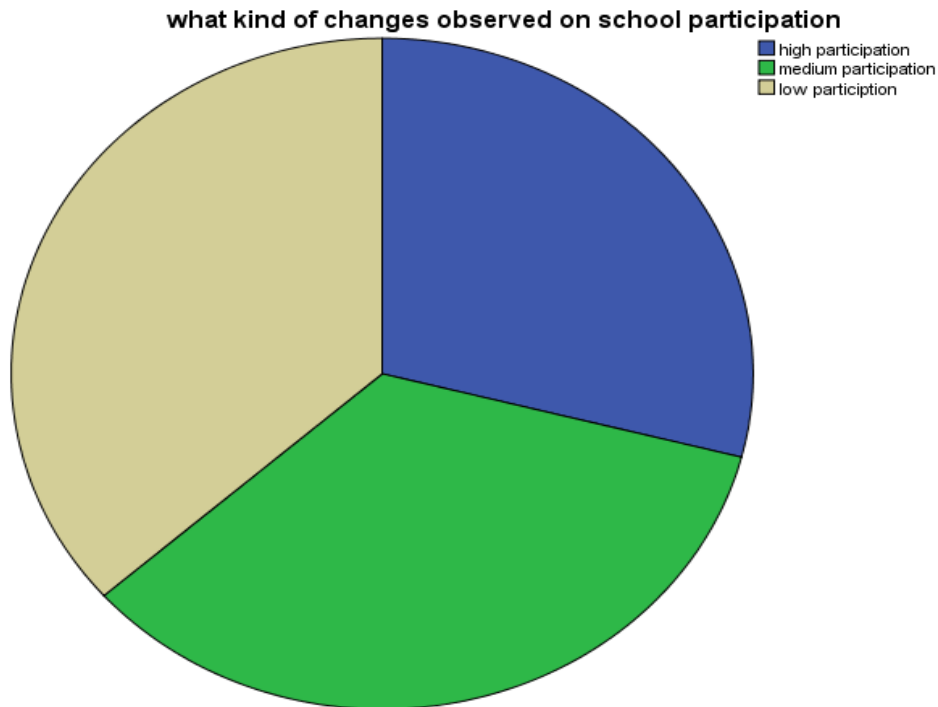


Figure 4-6: School Enrolment

#### **4.4.6. Wanchi Community Ecotourism and Administration Effects**

##### **4.4.6.1. Inequality among Community Groups**

Inequality may be originated from unequal access to resources or the long trend of social structure that exists in the community. Consequently, Wanchi ecotourism community created inequality among member groups of the community. The focus group discussion with elders and religious leaders witnessed that people have unequal access to ecotourism resources. This situation was created due to not invite all the community sections in ecotourism. Other groups forced out however they are living in the valley of the Wanchi Crater Lake. On the other hand, members of the ecotourism associations were treated in unfair ways. The main requirements

needed for joining associations were being relative and network of benefits that FGD of elders and youth presented for discussion and agreed upon it.

Additionally, escalating membership fee is also a strategy to keep dominance over resource control that closed the chance to join any association. For instance, to be a member of boat and horse associations, it requires 50,000 and 5,000 Birr respectively. The focus group discussants condemned the associations' administration. Despite the rules and regulation of cooperative association limited the duration of leading association, uncontrolled and unaccountable ruling system continued so far. Hence, ecotourism is expanding undemocratic behavior in rural society.

#### **4.4.7. The Dandi-Wanchi Ecotourism Projects**

It is one of the community-based ecotourism effects. It has made its basis the former community-based ecotourism projects. The youth social category doubts its effects. They fear the situation that created following the projects. They suspected the question of competency and eviction that might be occurring. One of the discussants of youth focus group discussion said, "Especially, for the reason that the project is at the national level many competent professionals will engage in the projects. So, we cannot fulfill the professional requirements.

In order to overcome such confrontations we requested additional training to be competent and profitable in the prospected ecotourism." One of the 55 years old interviewees and member of boat association informed the researcher that the shocks and stresses might be following Wanchi-Dandi Ecotourism. He said that the elders are also worried about the horse and boat associations. The associations may be ineffective after the asphalt road constructed up to the Lake. He also said that tourists may prefer car to horse for transportation and motorized boat may also be the best recreation service at the Wanchi Crater Lake. In fact they expected that competition will be high in the future ecotourism development. Their livelihood options may be vulnerable to the existing shock and stress. In order to overcome their expected shock and stress, it needs further research that can provide coping and adaptation strategies for the Wanchi Crater Lake Community.

However they raised the suspicion on the prospected project, they are hopefully waiting for the finalization of the new project if their requests are fulfilled by stakeholders and government agents.

#### 4.4.8. Livelihood Diversification Strategies

Table 22: Income Sources Diversification

Does community-based ecotourism have diversify your income source		
Response	Frequency	Percent
Yes	160	80.0
No	40	20.0
Total	200	100.0

Source: household survey 2021

Based on the above Table 22, 160(80%) of respondents agreed that ecotourism helped them diversified their income sources. To the opposite, 40(20%) of them denied income source diversification. In conform to income diversifications, participants of elders and youth FGD informed that horse transportation, boating service and tour guide are their strategies to diversify income. Agricultural activities like animal husbandry and crop production like potatoes and enset are also one of the livelihood strategies.

Additionally, elders and youth FGDs produced information about income source diversifications in Wanchi Ecotourism Community. They noticed the expanding situation of the service sector. More of the household expenditure is covered by income generated from the transportation of tourists, boating services and tour guide. Ecotourism activities are carried out to undertake their daily life against the existing shock and stress are fruitful than agriculture. Other than agriculture, non-farm activities are strategies to access both goods and services to build their assets. To the contrary, ecotourism couldn't produce assets from farm activities as expected in ecotourism. In order to reveal the reason that ecotourism did not improve the rural agricultural value chain will request a multidisciplinary study. That is impossible to cover in this study.

#### 4.4.9. Livelihood outcomes

**Housing:** community members' houses and their living conditions have been improved by ecotourism activities. Improvement has been observed, as one of the 65 years old male and religious leader in depth interviewees; gave evidence on the housing conditions of the community members. He asserted that people have a good bedroom and adequate house for their



family members. The researcher also observed their housing condition as the following pictures show:



Source: Researcher's own photograph

Figure 4-7: Improved Housing in Ecotourism Community

**Honey Production:** the forests are suitable for honey production. Few numbers of households are engaged in the activity. They earn income that can support their lives. They assured the protection of forests provide them with the chance to benefit from beekeeping.

**Clean Water:** following the path of Wanchi Crater Lake community -based ecotourism, potable water has been distributed to the community. Perhaps the adequacy is still a concern per households. Households have gotten the chance to drink clean water.

**Food Security:** at the household level, regardless of enough cultivable of land; community members are able to feed their members. In fact the concept of food security is broader than food availability and the ability to buy. "Households can feed their members twice or three times per day as the local standard" as the 65 years old religious leader interviewee informed the researcher. The quality food and healthy lifestyle based consumption at the household level is not considered in the study since it is unthinkable to undertake in the existing circumstances. The aforementioned interviewee noted that those who are landless can gain food by only participating in ecotourism. The male elders FGD also argued that they can feed the members in their household. Additionally, 125(62.5%) of respondents recognized that their households' expenditure is covered by income from ecotourism services.

**Nonagricultural Job Opportunities:** The researcher observed other job opportunities that people used as a means of livelihood outcomes. These are small businesses like selling alcohol

and goods. Services from ecotourism have become community’s livelihood activities to build assets. Boating services, horse renting and guiding tourists are major job opportunities that produced their livelihood asset. The document report confirmed that more than 360 households are supporting their household expenditure from services fees and five individuals are employed and are getting a monthly salary from the Wanchi community based-ecotourism. Non-farm activities are the major activities of the community members. Based on the above evidence, the dominant activities are service. The local people have received most of their revenues from ecotourism and other nonagricultural activities. Services and small businesses are becoming strong livelihood activities where there is insufficient agricultural land in Wanchi Ecotourism.

#### 4.4.10. CBE Livelihood Effects on Rural Way of Life

Table 23:CBE Effects on Rural Way of Life

what kind of livelihood effects found on your way of life		
	Frequency	Percent
ambitious changes	31	15.5
some changes	126	63.0
no change	43	21.5
Total	200	100.0

Source: household survey 2021

As the above Table 22 shows 126(63%) of respondents’ responded that they are observing some changes on their livelihood strategies. 31(15.5%) of the study respondents are enjoying ambitious changes whereas 43(21.5%) of the study respondents are not observing changes in their livelihoods. In fact ecotourism is an alternative livelihood option in the community because of no adequate arable land and other market opportunity.

## CHAPTER FIVE

### Discussion

Infrastructures like road, hotels/lodges, ICT, telecom networks, electric power and advertisements are influencing factors to develop ecotourism destinations. Others like socio-cultural preservation, and environmental conservation and comprehensive community participation are the prerequisite to make ecotourism attractive. Moreover, peace and health, and administration conditions of ecotourism are factors that can influence the state of ecotourism development.

On the contrary, most of the above requirements are rarely observed or lacked in Wanchi Crater Lake community based ecotourism. Tadesse (2015) recognized the huge amount of capital to build infrastructures that require scarce resource diversion at tourists' destinations. Infrastructures like road, ICT, health center are the basic requirements to pull tourists to the destination (Binayew 2016). Despite National Tourism Policy (2009) emphasized solving infrastructure problems to prolong tourists stay, infrastructures are poorly constructed or absent in and around Wanchi Crater Lake. Perhaps in ecotourism, where bio diversities have to be protected from destruction or overuse; rural electrification has been inadequately distributed. However, the UN call for sustainable energy utilization more than 70 million Ethiopian people are living without energy where vast majority of percentage are rural society (Barnes, Golumbeanu and Diaw 2016). Similarly, electrification has the influencing power at community based ecotourism development in remote rural area.

In fact infrastructures are enormously significant not only to attract tourists to the destination but also to solve the long existing complex socio-economic problems of the remote rural community. For instance, a road that extends only 40 km up to the Lake is poorly constructed yet. It is also only connected two of the thirteen zones of ecotourism. Asefa (2020) also noted that inadequate social services at tourism sites can negatively affect rural people's way of life.

On other side, the study findings outlined the importance of cultural values incorporations and effective administration that can influence ecotourism development. Administration effects such as exclude members from decision making, lack of auditing system and unlimited term of the

ecotourism leaders in Wanchi community ecotourism are challenging the democratic as well as the legal rights of the community.

Community-based ecotourism recognized as a way to protect environments from degradation. Certainly, in the analysis part, around 149(74.5%) of the study respondents confirmed the rehabilitating situation of environments. Following the introduction of ecotourism, water content of the lake has been increasing. Environmental protection has shown improvement in rural life. Unlike its most contribution to the natural sites; illegal holding and unnecessary competition over scarce land on the edge of the lake and the disappearance of the fish are the shock and stress that are worrying the community's wellbeing. The environmental effects ecotourism have brought are over population which is unusual to rural way of life. The average land holding size is less than one hectare as 73(86.5%) of the study respondents witnessed.

Community participation in ecotourism and forest conservation has interdependent effects on each other. The more members of the community participate in tourism activities means the more sustainable ecotourism in protecting forests. Population density has increased in Wanchi Ecotourism but the growing population did not lead to environmental degradation unlike the study of Binayew (2016) that reported overpopulation created environmental degradation in ecotourism. The participation of community can solve environmental problems. Ecotourism by itself did not ensure safeguarding of the environments. In so doing, comprehensive community of ecotourism benefits from participation can solve any adverse effect that might be addressed on rural environment. Similarly, Derara (2015) revealed the power struggle over resource control created a marginalized section at Wanchi. Hence, deforestation and cultivating some parts of mountains areas originated from inequality created among the community due to unequal participation.

Ecological modernization theory follows Win-Win Approach in the processes of any development program between economy and environment (Sezgin 2013). Any adverse effects on environments cannot fully define modern development. The research result gained ecotourism has both positive and negative effects on environments; however, the cumulative effects have a promising result on environments. In the process of conserving forest; community has to get economic benefit from the environment. The sustainable development paradigm further consolidates the social, economic and environmental development. The community participation

is one of the pillars for ecotourism development. It is quite important activity that is exercising in Wanchi Ecotourism.

The comparison between the essence of ecotourism and ecological modernization has clearly shown many coinciding concepts outlined in the research. Ecotourism provided job opportunities. The forested land protection and reserving from mountains cultivation in rural area is supported by the wise use of rural environment. Community involvement with full consent can increase the desire to protect the environment; however, the absence of enunciated community participation has created a problem on the environment (Aregaw 2016). Similarly, the neglect of some community sections' participation in ecotourism has adversely affected environmental protection at Wanchi Crater Lake. It is the lack of inclusive participatory approach that has confronted ecotourism sustainability. Community based ecotourism objectively necessitates holistic participation and it is equivalently essential for environmental conservation. According to (Binayew 2016), in the park based ecotourism; local community participation can improve environmental conservation and consistent utilization of resources.

Wanchi community based ecotourism has various effects on rural socio-economic life. But it is tedious to incorporate all the socio-economic dimensions of the rural life. Hence, the research discussed on only major concerns in the following paragraphs.

Household income and expenditures have shown the positive effects on economic aspect of the rural way of life at Wanchi Crater Lake. As clearly seen in chapter four the incomes, expenditure, sources of income, livelihood improvements and housing of households' have shown the promising effects. The same is true as the study of Asefa (2020) revealed that ecotourism can be a source of income for households and community. The existing infrastructures, number of tourist arrivals and advertisement on different mainstream Medias positively influence community's economic life. Economic reward from ecotourism services had indispensable role in covering household expenditure. The statistical tools like frequency, mean standard deviation, correlation and linear regression expressed the effects of community based ecotourism on economic way of life. The statistical results on economy show existence of correlation and interdependence between the variables.

Agriculture has a long history that rural people's livelihood depends on whereas tourism diversified from a single activity to multi income opportunities that enable people to engage in different activities (Egbali, *et al.* 2011). Likewise, agriculture is one of the livelihood options in the rural society of Wanchi Ecotourism Community. In the Wanchi Community Ecotourism agriculture is one of the livelihood strategies whereas at Gorgora Ecotourism, agriculture is the dominant economic livelihood strategy (Kassaye 2018). Similarly, people are cultivating their small land size as of the experience. The introduction of ecotourism did not interconnect the agricultural market of the rural to the world market. Only minor improvements have been observed in honey production. The output and input of agriculture have never been sophisticated. Aregaw (2016) assessed the potential opportunity to present agricultural products to the tourism market. But in Wanchi Ecotourism, no agricultural products have been presented for tourism markets except honey production. The products are mainly used for household consumption and the local market. Contrarily, a study by Juma and Vindra (2019) found that the community-based ecotourism has a collaborative role in interconnecting primary activities and other service economies in the tourism market to activate rural sustainable development.

Health condition of the rural life was somehow improved in the community. Households have become a member of community based health insurance, their personal and environmental hygiene is better than ever before. The trend of getting treatment has improved since they are able to acquire health components. Unlike health improvement, children school enrolment and participation was full of challenges. School dropout and low interest to stay in school environment is clearly originated from the luring effect of ecotourism.

The cultural dimension of the rural life was negatively affected or/and neglected in the Wanchi community based ecotourism. The same is true that Tadesse (2015) revealed the multiplication of social ills following tourism industry in the rift valley corridor of Ethiopia. The study conducted by Marika (2013) revealed that the local communities are delighted of presenting their culture and traditions for visitors who are eager and interested learning about customary cooking, festivals, nature or history. Similarly, the researcher noted the local people are selling their handcrafts that opened the new market opportunity. To the contrary, traditional values like Irreechaa ceremony and horse rivals (Tapha Fardaa) have been overemphasized and horses are serving for transportation only after ecotourism. Local handcrafts and cultural food are not

presented for tourists. However, Aregaw (2016) explored the cultural products of Kelala District of Amhara like Tebechisa and traditional wedding ceremonies for tourist recreation. It will be the worst that if ecotourism is well grown and encouraged tourist stay. Since the interaction formed between tourists and host community is easily put in vulnerability of local traditions. The global culture influence on host community; in place, where no cultural element is visited, will put in terrible social dimension of rural life. According to globalization theory tourism is one way of influencing local culture. However, tourists' stay with host community plays a decisive role in forming hybrid culture. But in Wanchi Community Ecotourism the influence of global culture is rarely observed whereas neglecting culture of the community in the ecotourism a great problem.

Despite sustainable development theory focused on the three dimensions of societal developments, ecotourism effects at Wanchi have shown the mistreated socio-cultural development aspects. As a result, the socio-cultural aspects of the host community is exposed for danger rather than being an opportunity for tourist attraction. But Tadesse (2015) assessed the potential opportunities that are embedded in multiethnic identity of Ethiopia deemed to open the new way to tourism attraction. Community especially elders felt shock and stress concerning their own traditional values sustainability. The cultural asset of the community has been eroded while majority of people are trapped in economic pursuit.

In general, the livelihood strategies are diversified and livelihood assets like health, environmental conservation and financial assets are improved while social capital like cultural assets and human capital like educational empowerment has been diminishing in the community. Housing, clean water, job opportunity, forest conservation and food self-security level has improved livelihood outcomes. Concerning rural peoples' cooperation; 125(62.5%) of the study respondents recognized that the ecotourism project did not impose effects on social cooperation while saving cultures of the community have not shown progress. In fact the local peoples are developing the trends of extravagancy especially at time of ceremonies.

## CHAPTER SIX

### 6. Conclusion and Recommendation

#### 6.1. Conclusion

The study concluded on the major findings of the specific objectives. The research is to examine ecotourism development and its effects on the Wanchi rural way of life. Concerning factors influencing community based ecotourism; the study findings were explored factors such as infrastructures, advertisement, participation, health and peace condition, incorporation of social and environmental and administration. These factors are influencing the development of ecotourism at Wanchi Crater Lake. In order to achieve the socioeconomic and environmental improvement in ecotourism; various infrastructures are compulsory at attraction site to connect with the nearby towns and cities. Among the required infrastructures are roads, electric supply, hotels/lodges, ICT and telecom networks are a prerequisite to maintain a successful ecotourism development at rural area. At the Wanchi Ecotourism site all the necessary infrastructures and social value incorporation and efficient administration is at risk condition. So, it is crucial to facilitate all the required infrastructures and social values incorporation at the destination.

Environmental protection and forest rehabilitation have increased at Wanchi Community-Based Ecotourism. The level of community participation and forest protection has directly integrated. Mountains forestations, environmental sanitation and low pollution were observed since the project of ecotourism has begun at Wanchi Crater Lake. Hence, it is possible to say reserving mountains land has increased forestation and reducing erosion. Ecotourism was increasing rural population density. As a result house settlement is observed in unusual to rural. The lake, natural attraction sites and forests are the means of creating Job.

The research attempted to show promising activities on environmental effects of the Wanchi Community-Based Ecotourism. The sound forest protection has fully supported the life of the Lake. But the research revealed that a segment of community group neglected to engage in ecotourism. The other one is the competition over scarce land and the inabilities to support directly the livelihood of the community from forest conservation were challenging the environmental protection. However the above challenges are seen at Wanchi Ecotourism, it is important to say that there is a promising effect on environmental way of rural life.



The ecotourism infrastructures, number of tourist arrivals and advertisement have positive contribution on their income and job opportunity. Out of the study respondents, 125(62.5%) household heads reported that household expenditure covered by income from ecotourism. Housing, health condition, food security of the community has improved. So, it is one measure of improving the rural society's way of life.

In another way, low level of infrastructural development and inconsistent advertisement has limited the probability to get income. Unfairness in administration and the cultural value non-incorporation effects of CBE has negatively affect the chance to improve rural way of life at Wanchi Crater Lake. Effects on agriculture and school participation were not effective as anticipated in tourism policy. At country level, ecotourism is focused on rural development. But in Wanchi community ecotourism the research found out that minimum attention is given to improve the agricultural market segmentation and educational level of the community. Wanchi-Dandi Ecotourism is a prospected intervention development strategy to reduce poverty rate. The community is waiting its finalization hopefully. But the expected shock and stress to adapt to the new livelihood options are worried their way of life. The research argued that its implementation should put in consideration on how to cope with the new livelihoods options.

In general, Wanchi community-based ecotourism gave more attention to income generating and forest conservation whereas it is rarely protecting the community values and traditions. The three dimensions of development with intention of future generations' fate are largely observed in unbalanced ways.

## **6.2. Recommendations**

Infrastructures such as roads, electric power, hotels/lodges, telecom and adequate water are prerequisites for ecotourism destinations. So, the concerned bodies have a responsibility to develop ecotourism infrastructures in order to increase tourist stay at Wanchi ecotourism that inevitably increase income of rural community.

Participation is the most important components in ensuring sustainable community based ecotourism at Wanchi Crater Lake. Particularly, women participation is poorly addressed. That is a must to achieve effective ecotourism development. In addition to that the existing

irregularities in administration and the neglected group in ecotourism participation require improvement.

Community-based ecotourism has the objective that it can protect environments from degradation through forest conservation. Low income benefit from forest protection is observed in Wanchi Ecotourism. So, government has to focus on expanding job opportunity and income generating mechanisms.

There is no improvement on agriculture of the community. They did not present their agricultural products for tourism market except honey production. In addition educational concern is low that may impede their benefits in the long run. So, it is possible to interconnect their products to local tourism market and training youth to prepare them for benefit in prospected Wanchi-Dandi Ecotourism.

The traditional and cultural values have been overemphasized in Wanchi Community-Based Ecotourism. Unintended consequences are manifested that young generation are forgetting and deviating community's values. In order to say ecotourism can achieve social development, incorporation of host community cultural values; equivalently important to make Wanchi Community-Based Ecotourism sustainable

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*Why Community-Based Tourism and Rural Tourism in Developing and Developed Nations are Treated Differently? A Review*

**Jimma University**  
**College of Social Sciences and Humanities**  
**Department of Sociology**  
**MA in Sociology (Specialization in Social Policy)**

**Annex. 1. Questionnaire**

**I. General Introduction**

Dear respondent,

My name is Bikila Mengesha Muse and I am MA candidate at Jimma University, College of Social Sciences and Humanities, Department of Sociology. Currently, I am conducting my thesis fieldwork in the discipline of Sociology (Specialization in Social Policy) on the research title **“Community-Based Ecotourism Development and Effects on Rural Way of Life.”** The purpose of the study is to examine the effects of ecotourism development on Wanchi Community, because of the development of ecotourism on Wanchi Lake. The need to study the growing multidimensionality of ecotourism development and its effects on social, economic and environmental wellbeing is the big concern of the research.

The researcher would like to kindly request your genuine response while replying to the questions. This is mainly because the quality of the final output of the study will largely depend on the information you provide. In this regard, your honesty in giving your responses will be highly valuable. The researcher would like to assure you that the data collected from you would only be utilized for this research. Any confidential idea discussed between you and the researcher will not be publicized without your formal acknowledgement and/or consent in any regard. Your collaboration in sharing your precious resource i.e. time, experience and range of data- will be appreciated in advance.

## **Instruction**

There are four sections in this questionnaire. These are: (1) profile of the respondents, (2). Questions on Factors Influencing Ecotourism Development. (3). Questions of Ecotourism Effects on Rural Socio-economic Life, (4). Questions of Ecotourism Effects on Rural Environments

The aim of the questions stated below is to obtain data on the profile of the respondent. Please, answer by circling the number/s and put “X” where a box is available as per your preference. Jump over questions that you feel are irrelevant or inapplicable to you and your contexts.

### **Section One. Respondent’s Profile**

1. Age: \_\_\_\_\_
2. Sex of the household head: 0. Female 1. Male
3. Marital status: 1. never Married 2. Married 3. Divorced 4. Widowed
4. Ethnicity: \_\_\_\_\_
5. Level of education attended in grade \_\_\_\_\_
6. Religious affiliation: 1 Orthodox 2. Islam 3. Catholic 4. Protestant 5. If others, please specify \_\_\_\_\_
7. Family Size: \_\_\_\_\_
8. What is the source of your income? Multiple responses are possible 1. Selling crop products 2. Selling livestock 3. Doing small business 4. Tour guide 5. Remittance 6. Daily labor 7. If other, specify \_\_\_\_\_
9. What is the total size of land holding (in hectare)? 1. Less than one 2. 1-2 hectares 3. 2-3 hectares 4. 3-4 hectares 5. 4-5 hectares 6. More than 5 hectares
10. Major occupation of Households? Multiple responses are possible! 1. Crop farming 2. Animal husbandry 3. Horse renting 4. Boating services 5. Small business 6. Others, please specify \_\_\_\_\_

### **Section Two: Questions on the Factors Influencing Ecotourism Development**

1. Are there factors influencing ecotourism development?

Yes

No

2. If your answer for question number 1 is “Yes” can you mention factors influencing Wanchi Crater Lake ecotourism development?

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3. If your answer for question number 1 is “No” justify your reasons on the blank space

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4. Which one do you think are the necessary conditions to promote ecotourism in the area?

1. Road
2. Lodge/hotel
3. Electricity
4. Telecommunications network
5. Clean water
6. Other (specify)

5. Whom do you think are responsible to facilitate these conditions? Write on the space provided

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6. Do you think that community participation level is an influential factor for ecotourism development?

Yes

No

7. If your answer for question number 6 is “Yes” please write which social category is effectively participating in it?

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8. Does your educational level have an influential power in ecotourism development?

Yes

No

9. If your answer for question number 8 is “Yes” please describe which educational level is essential for getting benefit from ecotourism?

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10. Do you think that advertisement is an influencing factor for ecotourism development?

Yes  No

11. If your answer for question number 10 is “Yes” describe the advertising methods you think contribute to ecotourism development

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12. Describe if you think another factors not mentioned yet those can influencing ecotourism development?

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### Section three Questions of Environmental Effects

1. Do you think that the intervention of ecotourism has effect on forest conservation?

Yes  No

2. If your answer for question number 1 is “Yes”, what kind of effect you are observing?

A. Forestation B. Reforestation

C. Deforestation

3. If your answer for question number 2 is A or B would you estimate in hectares the forested land? \_\_\_\_\_

4. Does community participation level have effects on forest conservation?



Yes  No

5. What is the role of ecotourism for you? Multiple answer is possible

- A. Environmental conservation    B. Sociocultural preservation  
C. Creating job opportunity

6. Does ecotourism provide job opportunity directly from forest conservation?

Yes  No

7. Which social category do you know is getting economic benefit?

- A. Women    B. Youth    C. elders    D. no one

8. What is the level of physical environment conservation after ecotourism intervention has begun from your understanding?

- A. increased conservation    B. Decreased conservation    C. No changes

9. Would you describe the positive effects (in column A. and the negative effects in column B.) of ecotourism on environment?

R/N	Column A.(positive effects)	Column B.(negative effects)
1		
2		
3		
4		
5		

**Section four: Questions of Ecotourism Effects on Rural Socioeconomic Life.**

1. Do infrastructure developments have increasing effects on your income?

Yes  No

2. If your answer for question number 1 is “Yes” would you estimate your monthly income generated from ecotourism \_\_\_\_\_.

3. If your answer for question number 1 is “No”. Why? Would you explain it? on space provided

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4. Does your income from ecotourism cover your monthly expenditure

5. Yes  No

6. Which infrastructures are already available on the ecotourism site? Multiple answers are possible

- A. Roads
- B. Hotels/resorts
- C. Electricity
- D. telecom network

7. Has ecotourism infrastructure development on Wanchi Crater Lake diversifying your sources of income?

Yes  No

8. If your answer for question number 7 is “Yes “from which activity/activities do you gain more income? Multiple answers are possible

- A. Transportation
- B. Tour guide
- C. Environment conservation
- D. Selling local products to tourists
- E. Presenting cultural arts for recreation

9. Do the existing infrastructures in ecotourism have effects on your agricultural based activities?

Yes  No

10. If your answer for question number 9 is “Yes” what kind of changes (positive or negative) you are observing? Multiple answers are possible

- A. High productivity
- B. Effective market segmentation
- C. Low productivity
- D. Less market segmentation

11. Does advertisement bring changes on your income?

Yes  No

12. Does advertisement bring changes on livelihoods strategy

Yes  No

13. Does the number of tourist arrivals have effects on your income?

Yes  No

14. Do the number of tourist arrivals have effects on local community traditions

15. Yes  No

16. Do the number of tourist arrivals have effects on your and public health condition?

Yes  No

17. If your answer for question number 17 is “Yes”, describe the type of health effect you and community are facing?

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18. If your answer is No. Why?

19. What kind of changes have you observed on your livelihoods strategy after ecotourism development started to take place?

- A. Desirable changes C. Undesirable changes  
B. Some improvement D. No change

20. Describe the reasons of your answer for question number 20.

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21. Do you think that Wanchi Crater Lake Ecotourism Development project incorporated the values and traditions of the community?

Yes  No

22. If your answer for question 21 is “Yes”, mention the degree to which the values and traditions are preserved

- A. Well preserved C. Less preserved  
B. Preserved

23. If your answer for question number 22 is either “A or B”, what kind of arts/artifacts are presented for a tourist attraction?

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24. How do you see the level cooperation among the rural people in your area after ecotourism intervention?

- A. Increased social cooperation  
B. No changes on social cooperation

C. Decreased social cooperation

25. Do you think that ecotourism development positive effects on children's school participation or enrolment?

Yes

No

26. Based on your answer of question number 25, what kind of changes are you observing?

A. High participation in school enrolment

B. Medium participation school enrolment

C. Low participation school enrolment

27. Reason out why you choose one of the above options?

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28. To the best of your knowledge, which activity of ecotourism brought more positive effects?

A. Forest conservation

B. Social cooperation

C. Employment opportunity

## **Annex 2. Focus Group Discussion for religious leaders and local elders, and women**

### **Background to Tourism at Wanchi**

1. Is tourism a common practice in your area?
2. What kind of ecotourism projects are taking place here at Wanchi Crater Lake?
3. How do you see the tourism-related projects around Wanchi? Are they participatory?
4. How does tourism development affect your way of life, including that of others?

#### **I. Factors influencing Ecotourism Development**

1. Is Wanchi community based-ecotourism is undertaking?
2. What is/are/ the factor/s/ influencing ecotourism development?
3. How does community participation affect the development of tourist attraction site?  
Would you explain the role of community in ensuring the sustainability of ecotourism?
4. What do you think are the most challenging situations for ecotourism development?
5. What do you think should be done to reduce the challenging situations for ecotourism development?

6. Would you mention the role of stakeholders to ensure the sustainability of the attraction site?

## **II. Positive Effects of Ecotourism**

1. What are the positive contributions of community-based ecotourism development to rural communities like yours?
2. Does ecotourism development create the opportunity for income diversification?
3. Is there any positive change on your income? Would you explain about it?
4. Are there any changes in forest conservation practices in your area after the introduction of ecotourism development?
5. Have you observed/ experienced positive changes on your social cooperation after ecotourism development?
6. What measures have to be taken to strength the positive outcomes of ecotourism development?

## **III. Negative Effects of Ecotourism**

1. How does ecotourism adversely affect your life or that of the community?
2. Which dimensions [social, economic and environmental] have been affected because of ecotourism? Why
3. What are the roles of community to combat the negative consequences of ecotourism development?
4. Would you like to explain more?

### **Annex 3. Focus Group Discussion for Youth Only**

1. Are you aware of the ecotourism development taking place in this area?
2. Are you participating in ecotourism? ( For yes or no, probe for the reasons not participating or level of participation)
3. Do you get benefit from ecotourism? Has ecotourism adversely affected your livelihoods? Probe
4. What do you think as the necessary preconditions to develop ecotourism?
5. What is your opinion of an ongoing national project on the lake?

## **Annex 4. In-depth Interviews Guide**

### **I. Questions on Social Effects**

1. Would you explain the existing social relationship in ecotourism society?
2. Do you think people's cultural way of life has been changed? What are the changes?
3. Do people present cultural products for tourist consumption?
4. Is there any change on local beliefs, traditions and norms?
5. Was there a sacred place in the ecotourism attraction area?
6. Is it respected after ecotourism development?
7. What measure is possible to conserve the social norms?
8. At last, how do you realize the potential impacts of the newly launched project on the community way of life?